

# Life Fitness Solutions



Hybrid Offering	
<b>Brief description</b>	Life Fitness Solutions represents a comprehensive set of services for fitness facilities including online facility planning, training and education, marketing tools, leasing and financing options, customer support services, and personal entertainment services for exercisers.
<b>Hybrid offering's industry</b>	Fitness equipment
Company details	
<b>Life Fitness</b> <a href="http://www.lifefitness.com">www.lifefitness.com</a>	Life Fitness is a global producer of fitness equipment serving a variety of markets including athletics, military/government, student recreation, and health clubs. Founded more than 35 years ago, the company employs more than 1,700 people at 12 international subsidiaries and manufacturing facilities, and has more than 180 distributors in more than 120 countries. The company is a division of Brunswick Corporation and is based in Schiller Park, Illinois.
<b>Company's industry</b>	Fitness equipment
<b>Country of origin</b>	USA
Dimensions	
<b>Product dimension</b>	Life Fitness product portfolio includes a wide range of cardio and strength machines.
<b>Service dimension</b>	A comprehensive service offering complements the product portfolio, including online room space planning software; communication support materials (e.g. posters, product videos and CDs, training program materials, etc.) and promotional items (e.g. t-shirts, water bottles, towels, etc.); financing options including trade of old equipment, lease, and credit; training workshops; customer support; personal entertainment for exercisers.
<b>Other links</b>	<a href="http://us.commercial.lifefitness.com/content.cfm/solution">http://us.commercial.lifefitness.com/content.cfm/solution</a> <a href="http://lifefitness-commercial.icovia.com/">http://lifefitness-commercial.icovia.com/</a>
Other Crucial Dimensions	
<b>Community as service</b>	No
<b>Target market</b>	B2B
<b>Revenue model</b>	Contractual

## Images

Product dimension



Service Dimension

