

Case Study

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Fitness Formula Clubs Defend Their Title as the “Best Neighborhood Places to Work Out”

When Chicago’s Fitness Formula Clubs (FFC) got its start in 1984, founder Gale Landers mission was to build, own, and operate great clubs and deliver outstanding results. As part of this initiative, he has always been dedicated to bringing the latest in workout technology to his members. So it was no surprise when he purchased four Expresso bikes with their unique blend of virtual reality and classic cardio for his newest club in Oak Park, IL.

What he didn’t expect was that the bikes would become such a differentiator with prospective members. “The interactivity really draws people’s attention,” said Jeff Long, General Manager of the FFC Oak Park location. “Then when we tell them they can compete against friends and track their performance, the Bikes become a powerful tool for proving the value of a Fitness Formula Membership.”

Current members are drawn to the bikes as well. In one 48-hour period, the club tracked over 70 log-ins on a single Expresso Bike. “Members like the variety of courses and the fact the Expresso Bikes offer more than passive entertainment, like television,” emphasized Fitness Manager, Dan Coyle.

What’s more, members are getting results. E.J. Karsten started working out last November with the encouragement of his physician. “Since I started this exercise program, my status pulse rate has dropped from 72 to 64 beats per minute,” stated EJ. “I have herniated disks, so I began riding stationary bikes because of their reduced impact. But conventional stationary bikes are monotonous. With the S2, the Tours challenge me and keep me engaged – I can get my heart rate up without feeling like I am working too hard. Then I shift to stay in my target heart range. I get a tremendous workout – and it’s a fabulous alternative to riding outside!”

While riding Expresso Bikes have clearly benefited individual members, Jeff also admitted that the S2s promote affinity to their gym. “We have a community of very active members, from professionals to couples and families - who really love to hang out at the Club. Expresso Bikes have features that enhance our community, like the facility-specific Leader Boards and the ability for members to race one another. The bikes have just been a huge win all around.” With this level of member engagement, it’s no wonder that Fitness Formula Clubs were selected by Chicago Magazine as the “Best Neighborhood Places to Work Out”.

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About Expresso Fitness®:

Sunnyvale, Calif.-based Expresso Fitness was founded in 2003 with the mission of satisfying an exerciser's need for an engaging and effective cardiovascular fitness experience. The company leverages the benefits of superior interactive technology at an affordable cost to provide the health, sports and fitness industry with fully integrated, virtual reality-enhanced cardio fitness systems and revenue-generating customer services. Bringing together virtual reality, stationary bike equipment and personalization tools into single, commercial-grade cardio fitness systems, Expresso Bikes are revolutionizing indoor exercise.

About Fitness Formula Clubs:

Fitness Formula was founded in 1984 by Gale Landers. The Company employs more than 500 staff members in its seven Fitness Formula Clubs and two corporate fitness centers in greater Chicago. It has established medical affiliations with five leading hospitals and physical therapy institutes. Landers is CEO of Fitness Formula, and is a past President of the Board of Directors of the International Health, Racquet and Sportsclub Association (IHRSA) as well as an active industry leader.

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