KEISER®

THE MACHINE

RELENTLESSLY PUSHING THE LIMITS OF HUMAN PERFORMANCE

BECAUSE...
'GOOD ENOUGH' ISN'T.™

KEISER®

THE MACHINE

ASK YOUR-SELF, WHY DO I TRAIN ON IRON?

Most people, including many professional coaches, don't know why they train on iron. A common answer is "Tradition." We're doing what we've always done, without any clear reason why. If we're going to raise the bar on human performance, we've got to ask ourselves, "Why?" Why am I doing what I'm doing?

In 1973, I was hired to design Universal Gym Equipment's first Variable Resistance weight stack machines. It was a job I knew I could do, and I thought I'd learn something. Little did I realize how much I would learn.

What surprised me the most was the love affair people had with iron. I tell people that the love of iron doesn't reside in your brain, it resides in your heart; right between religion and politics.

I questioned iron as a resistance within a year of being in this industry. I wasn't in love with iron. All I cared about was improving human performance. The more I studied human movement, the more I questioned the iron. **Humans are fast, iron is slow.** In most lifts, humans are weak where iron is strong, which increases the risk of injury. And humans are strong where iron is weak, which decreases results.

What started out as just a job turned into a passion to remove the iron shackles and take human performance to levels never before thought possible. I have devoted my life to improving human performance at all levels, from elite athletes to the frail elderly.

The next time you pick up a weight, whether free weight or machine, study what you feel. Really pay attention to the forces being applied to your body. Move faster and faster, feeling the forces being applied throughout the range of motion. Then move slower and slower and feel how those forces change. Once you really understand the forces you are feeling, you will quickly realize why there must be a better way.

We cannot continue to do things without knowing why we do them.

–Dennis Keiser

KEISER®

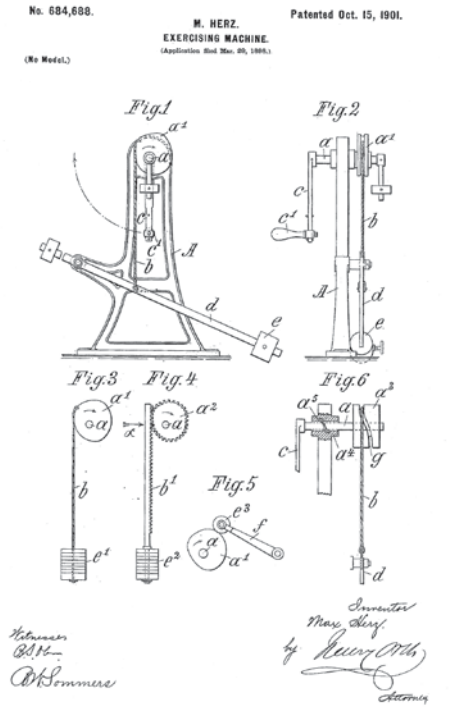

30
40
50
60
70
80
90
100

ONCE IN 1898 AND AGAIN IN 1970

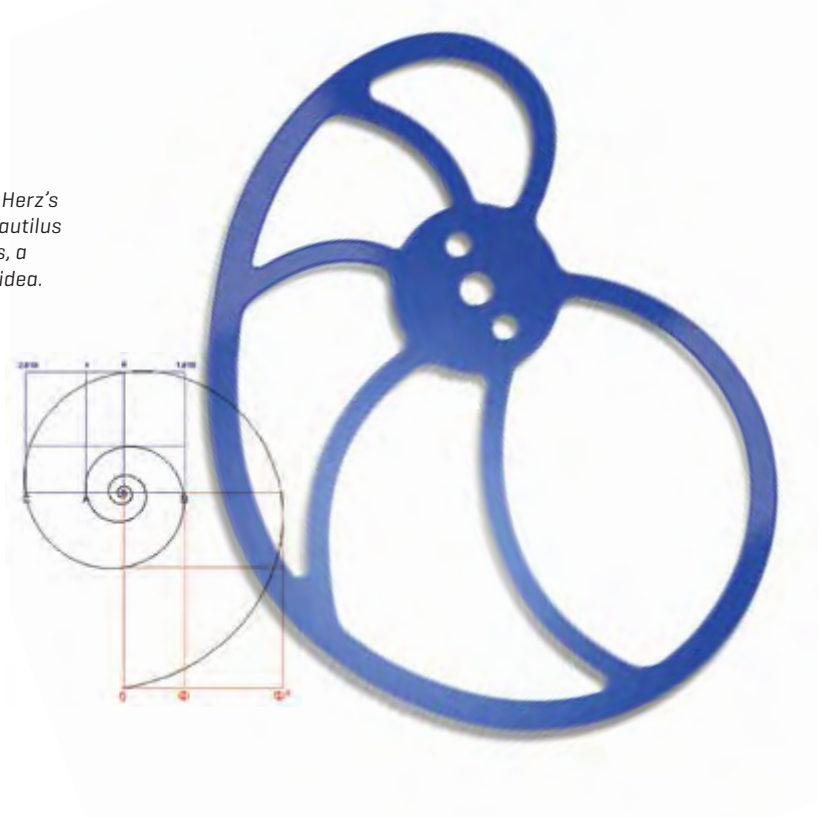
Original Nautilus Pullover-Torso Arm Machine

KEISER

In 1898, Max Herz patented the use of a cam to vary the resistance of a weight stack.



In 1970, Arthur Jones, using Max Herz's idea and a cam resembling the Nautilus sea creature, introduced Nautilus, a modern version of a 70-year-old idea.



What you feel when you lift iron is the extra force that you must produce to get the iron moving. The faster you want to go, the more force you must apply. As you begin to slow down at the end of the lift, the iron gets lighter due to momentum. The problem with this is that in most lifts, you are physically weaker at the beginning of the lift where you must produce the greatest force, and stronger at the end of the lift where the force is lighter.

In 1898, Max Herz patented the use of a cam to vary the resistance produced by the iron. In 1970, Arthur Jones introduced his Nautilus machines using the same concept. Both were attempts to make the iron feel heavier where you are stronger and lighter where you are weaker. They referred to this as Variable Resistance. For example, in performing a bench press, you are stronger as you reach full extension of the elbows and weaker as you get closer to your chest. The purpose of the cam is to vary the resistance provided by the weight stack to be lighter at the chest and heavier at full extension.

MY FIRST EXPOSURE TO THE LIMITATIONS OF IRON CAME IN 1973

I was hired to design Universal Gym Equipment's first Variable Resistance machines in answer to Nautilus coming out with its in 1970. I quickly learned why Variable Resistance failed in the early 1900s, and why it was destined to fail again. It is a great concept, but it would never reach its full potential and appreciation when coupled to iron. The extra force to get the iron moving and the momentum at the end vary way too much with speed to be used for such a sophisticated concept as Variable Resistance. The cam must be designed to take into account these heavier and lighter forces produced by the iron weight. The faster you extend your elbows, the more force you must produce to get the weight moving and the lighter it is at the end due to momentum. **A cam with a fixed profile can only account for these acceleration and deceleration forces at one speed.** Therefore, the manufacturer had to **choose the speed** they wanted the user to move and design the cam around that single speed of movement.

For Nautilus, it was **out on two seconds and back on four seconds**.

For Universal, it was **out on one second and back on one second**.

The burden was on the manufacturer to convince users to train at their designed speed of movement.

Since no one would comply with the speed dictated, Variable Resistance failed.

IT'S TIME TO LET GO OF THE PAST

OR AT LEAST NOT HOLD ON TO IT SO TIGHT

KEISER

12-Station Universal Gym Machine from 1977

WE HAVE FOCUSED ON THE STRENGTH COMPONENT SINCE MILO OF CROTON LIFTED HIS COW OVER 2500 YEARS AGO

Henry Ford is credited with saying, **"If I had asked my customers what they wanted, they would have said faster horses."** Most people see the future as an extension of the past. They tend to hold on to what they know and are comfortable with and think only of improving it in the future. It takes someone like Henry Ford to take the leap of letting go of the past to significantly change our lives forever.

We have spent the last century lifting, swinging, pushing, and pulling iron, in every way we could possibly think of, to improve human performance. We have reached the point of diminishing returns, just as the previous century had reached the point of diminishing returns using the horse for transportation.

DOES THIS MEAN YOU HAVE TO LET GO OF THE IRON?

Not completely, but you do need to understand the tool you are using and its strengths and weaknesses. There is no question that iron can make you stronger, but so can anything that can apply a heavy enough resistance. **The limitation is the speed at which it can be moved.**

There are two parts to a movement: the force you produce and the speed at which you produce it. We have focused on the strength component since **Milo of Croton lifted his cow over 2500 years ago.** We have placed so much importance on strength, that we have totally ignored speed. So much so, that the tool we have used for centuries (iron) doesn't even allow us to train at the speeds necessary to take human performance to the next level.

When we lift iron, the actual force we feel changes with the speed of movement. The faster we lift, the more force we have to exert to get the weight moving and the less force we have at the end due to momentum. It is the high forces to get the weight moving upward and the high forces needed to stop the weight as it is coming down that increase the risk of injury. This is why we have been taught to lift at a slow controlled speed. **Training slow has made us slow.** Training with iron has exposed us to injury and failed to train our brain to properly fire our muscles at real-world speed.

This is why we are plagued with injuries in sport today and why we have never reached our true human performance potential.

WELCOME TO KEISER

TRAINING AT THE SPEED OF LIFE

KEISER

Keiser A300 Runner


WHY
KEISER?
...BECAUSE MASS IS
THE ENEMY OF SPEED
KEISER

Don't underestimate the power of Keiser. *In just a little 2.5" (63.5mm) diameter cylinder, we can produce in excess of 500 lbs (227 kg) of force. Keiser is much more powerful than iron.*

Think you can train at speed with iron? Try this simple experiment: *Put your cell phone in the open palm of your hand. Now move your hand up and down. Go faster. Faster still. Pretty soon you're not lifting your phone, you're throwing it. Now imagine doing that with iron weights. At speed, you're no longer lifting the iron; you're throwing and catching it. Not safe — and not an effective exercise.*

To train strength at any speed, we can no longer rely on **mass** and **gravity** for resistance. We need a pure resistance that has very little mass. **Mass is the enemy of speed.**

Keiser takes the air we breathe and compresses it into a small cylinder to produce a pure resistance that remains consistent at any training speed. We can provide resistances greater than the strongest human, at speeds faster than the fastest human, and do it in as little as one pound or one kilogram increments. Don't underestimate the power of Keiser. In just a little 2.5" (63.5mm) diameter pneumatic cylinder, we can produce in excess of 500 lbs (227 kg) of force. **Keiser is much more powerful than iron.**

KEISER PROVIDES BOTH A CONCENTRIC AND ECCENTRIC (POSITIVE AND NEGATIVE) RESISTANCE

Concentric contraction of the muscle is when you contract the muscle and the muscle shortens moving the limb in the direction of the contraction. For example, when you contract the biceps muscle when doing an arm curl, it causes the elbow to flex, curling the forearm toward the upper arm.

Eccentric contraction of the muscle is when you contract the muscle and the muscle lengthens as the limb is moving in the opposite direction of the contraction. For example, once the weight is lifted in the arm curl, the weight then needs to be lowered. Controlling the lowering of the weight requires the biceps muscle to maintain a contraction during the lowering process while the muscle is lengthening under the load.

Heavy Negative (Accentuated Eccentric Contraction) Keiser can actually produce a heavier eccentric contraction, called "heavy negative," which is beneficial in achieving greater and faster results from your training.

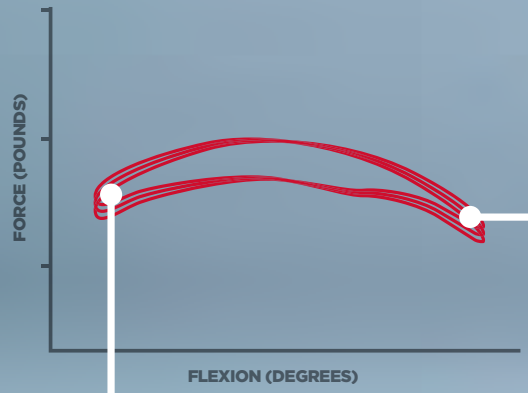
KEISER IS NOT HYDRAULIC

It is easy to confuse Keiser with hydraulic machines because they both have cylinders, but they are very different in function. Hydraulic machines use oil, like a shock absorber on your car, and do not provide a resistance. They simply resist your movement. If you stop pushing, you have no resistance; therefore, they do not provide an eccentric resistance. In the arm curl example, the biceps muscle would curl the forearm, but once the curl is complete and movement stops, there is no resistance trying to pull your arm back to the straight position. You have to straighten your arm by contracting your triceps muscle. **Hydraulic machines provide only a concentric resistance.**

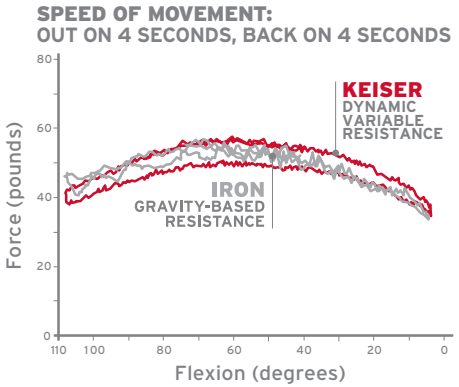
Proper Variable Resistance makes the weight lighter where we are weaker, or when our joints are most vulnerable, and heavier where we are strongest.

VARIABLE RESISTANCE DONE RIGHT

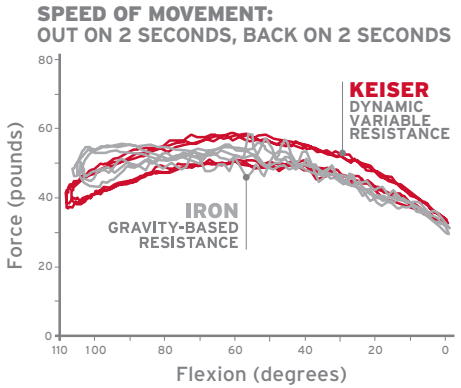
THE OPTIMAL RESISTANCE THROUGH THE FULL RANGE OF MOTION AT ANY SPEED



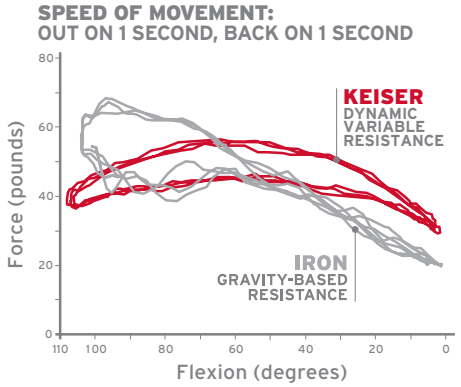
KEISER



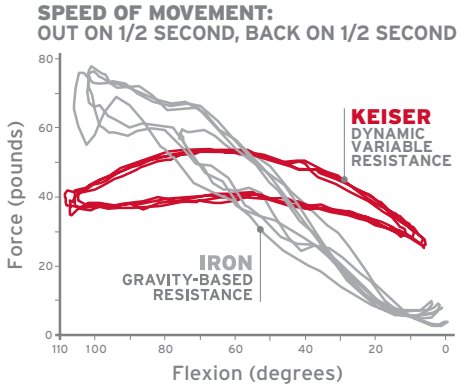
At this speed, it doesn't matter what you use.



Even at this speed, the iron is fine, and this is why out on 2, back on 2, is the accepted training speed for iron resistance.



Now is when the iron begins to change its resistance.



It's at speeds like this or higher that you can no longer use iron, but Keiser will always maintain the correct force curve.

The graphs above show the forces being applied to the knee in a Leg Extension exercise. The horizontal axis shows the Range of Motion (ROM) from 110 degrees of flexion (knee bent 110 degrees) to 0 degrees of flexion (knee straight). The vertical axis shows the force being applied to the lower leg by an iron weight (gray line) and Keiser's Dynamic Variable Resistance system (red).

The proper resistance for this exercise should be to start out light at 110 degrees of flexion to reduce the shearing forces on the knee, get heaviest at midway, and lighten up at full extension because the quadriceps have shortened to the point where they are unable to exert maximal force.

As you can see, at a slow speed of out on 4 seconds and back on 4 seconds, both curves start out light, get heaviest at midrange, and get lighter at full extension. As the speed increases the force produced by the iron (gray line) gets heavier at the beginning, where you are most prone to injury, and lighter at full extension where you need the resistance and don't have it. Keiser's Dynamic Variable Resistance maintains a light resistance at 110 degrees of flexion, maximum at the middle, and lightens up at the end, regardless of the speed, for maximum results and minimum risk of injury.

To learn more about the science behind our machines, watch our video *Keiser vs The Status Quo* at **keiser.com**.

Variable Resistance is the key to safer and more efficient strength training. It's based on the fact that, in every exercise, your ability to produce a force varies through the range of motion. At certain points, you're stronger and at others, you're weaker. Ideally, you want your muscles to work at their maximum potential through every point in the range of motion. **To do this, we apply more resistance where you are stronger and less resistance where you are weaker or where your joints and connective tissue are most vulnerable to injury.**

At Keiser, we've identified and programmed into our strength machines the **ideal resistance curve for each machine's particular movement.** This means that — no matter your workout speed, no matter your resistance setting — all Keiser machines will vary their resistance throughout your exercise to **match your body's biomechanical ability to produce force.**

In 1973, Universal Gym Equipment coined the term Dynamic Variable Resistance for the machine I designed for them. Since then, Dynamic Variable Resistance has been used to describe barbells with chains and other means of varying resistance. It is only with Keiser's ability to train at any speed that the word Dynamic gets to live up to its true meaning. Keiser's Dynamic Variable Resistance is designed to provide a smooth consistent Variable Resistance force curve at any training speed. Each machine has its own unique Variable Resistance curve designed and tuned perfectly for the muscles being used in that particular exercise. For you, the user, **this means that working out at any speed, you'll always be training at maximum efficiency.**

A NEW FEEL, A NEW EXPERIENCE

When I put someone on a Keiser machine for the first time, they're often shocked by the sensation. **They've never before experienced pure resistance, unaffected by momentum and gravity, with no extra force required to start and stop the movement.**

They always begin by moving slowly, because that's all they know to do. Their experience with moving a mass against gravity has taught them that. **But once they realize they're not locked into a slow speed; their world opens up.**

They soon realize what they've been missing.

THE KEISER DEMO MACHINE

We built the Warrior to turn Keiser skeptics into Keiser believers. The Warrior is a Leg Extension machine that's been modified to let you compare Variable Resistance using iron to Keiser's Dynamic Variable Resistance side-by-side. You'll discover firsthand the benefits of training on Keiser when you feel the difference lifting against the two kinds of resistance at various speeds and see on the attached computer screen the vastly different forces that are being applied to each leg.


Train slow, be slow. Train fast, be fast.
EVERY HUMAN MOTION REQUIRES
NEUROMUSCULAR CONTROL
The concept of "Muscle Memory" is essential to any activity that involves repetitive motion that must be "grooved," such as a baseball or golf swing. Only Keiser allows you to groove a motion with strength and speed simultaneously.
KEISER

Keiser Performance Trainer

The Keiser Performance Trainer (shown) and the Functional Trainer are ideal for improving performance of any athletic movement. You can't call it functional if you can't move at speed.

"PRACTICE DOESN'T MAKE PERFECT. PERFECT PRACTICE MAKES PERFECT."
- VINCE LOMBARDI

Lombardi understood that if you're practicing a movement over and over the wrong way, you're just making yourself better at doing it wrong. The basketball coach that sends a kid down to the other end of the court to do 300 free throws, because he's missing free throws that day, is only making him better at missing free throws. You send the kid down to do 300 free throws on the day he can't miss. Then you are recording in his neuroplastic brain the correct movement pattern to make free throws.

The term **Neuromuscular** combines the Central Nervous System and the Muscles into a single word. They act together to create motion.

As we repeatedly perform a motion, we get better at it. This is the whole point of any athletic practice — why we spend hours working on our golf, cricket, tennis, or **baseball swing**. We're building up what we commonly call **"muscle memory."** Our past emphasis on lifting iron slowly has trained our neuromuscular system to function slowly. **Our brain remembers the slow speed patterns of our movement.** This is due to the neuroplasticity of our brain. Neuroplasticity is the brain's ability to change itself through adaptation to experience.

Not only are we recording our repetitive slow speed movements with iron in our brain, but we are teaching our brain to slow down our movement in the last half of our range of motion. We have to slow down (decelerate) the iron so it doesn't want to continue moving when we reach the end of the range of motion. This deceleration has a double negative affect. **We are teaching our brain to slow down our movement at the point in the range of motion where we should be speeding up,** and the deceleration also causes the resistance to drop, thus reducing the resistance at the point in the range of motion where we are typically stronger.

KEISER NEUROMUSCULAR TRAINING

We take advantage of neuroplasticity to now retrain the brain to move resistance at speed by training on Keiser.

With Keiser, you have a training system that trains the speed component of the movement, as well as the strength component. And, most important, it trains them together.

Keiser is the only neuromuscular training system that trains your strength at the speed of YOUR life.

Whether you are an elite athlete focused on breaking a record, an older adult focused on maintaining your independence, or anyone in between, Keiser will improve your performance and do it safer.

BUILD YOUR BODY FROM THE GROUND UP

KEISER

Keiser A300 Leg Press

By training basic athletic movements against Keiser's Dynamic Variable Resistance, you'll develop in-game explosiveness.

Keiser Functional Trainer

THE LOWER BODY: BUILD YOUR ACTIVE BASE OF SUPPORT

All structures require a base of support, but unlike a building, the human body's base of support must be active. If we are just standing, our lower body is in constant motion, just maintaining our balance. Anything we do from a standing position starts from our point of contact with the stabilizing surface (ground, floor, etc.). A free throw in basketball starts from the floor. A pitched ball starts from the mound. Turning the knob on a door starts from the ground and works its way up to your hand and finally ends up in the door handle. Our base of support is far more active than most of us realize.

The key to a good active base of support is getting the brain to make the muscles do exactly what it wants them to do at the exact moment it wants it done. This is accomplished not only by stressing the muscles at a high load, but also by stressing the brain to contract those muscles at maximum speed under that high load. This is most important in our lower body. It contains the largest amount of muscle mass in the body and the rest of the body depends on it for support and stability.

Keiser's Leg, Calf, and Hip machines train your lower body to be stronger, faster, more active, and more powerful.

THE CORE: ADD POWER TO EVERY MOVEMENT

Our core is like a large torsion spring that can bend in all directions and rotate. It is the only way we can get the power we produce in our lower body to our upper body. **The spring effect of the core has the ability to be a speed multiplier.** It can take the power from the lower body and convert it into higher speeds at lower forces in the upper body, similar to the higher force lower speed of the pull on a bow string to deliver a lower force higher speed into the arrow as it is released. **It's the spring effect of the core that produces club head speed, bat speed, and throwing speed.**

To take full advantage of what the core can do as a speed multiplier, it needs to be trained to function at speed.

Keiser's Abdominal, Lower Back, and Infinity Machines are perfect to get the maximum performance from your core.

THE UPPER BODY: BUILD STRENGTH AT SPEED

The upper body contains the second largest amount of muscle mass in the body. Not only are these muscles very strong, but to take advantage of the speed multiplier of the core, your upper body needs to be worked heavy and fast. Your chest, back, and shoulders are crucial in getting maximum performance out of your upper body and for taking full advantage of the speed multiplier of the core.

Keiser's Chest, Upper Back, Lat Pull Down, and Shoulder machines maximize upper body performance.

A TOTAL SOLUTION FOR EVERY BODY

It has been proven that **Keiser** improves performance quicker, safer, and more efficiently in people of every age and fitness level.

Keiser is best known for its work in elite level performance. At this level, it takes the very best equipment and programming to achieve measurable results. This is where our Dynamic Variable Resistance really pays off.

What you may not know is that Keiser has been the equipment of choice for enhancing older adult performance since 1990. As diverse as these two groups seem, they are very similar in need. Both are focused on "performance," not just getting stronger. Only Keiser builds functional strength and neuromuscular control at the speed of the game or the speed of life. At the elite level, it's about staying in the game, winning, and breaking records. To the older adult, it's also about staying in the game, getting the most out of life, and doing the things you love to do. Both appreciate the importance of a pain-free range of motion and the risk and seriousness of an injury. To both the elite athlete and the older adult, it's about performing at the highest level possible with the body you have.

Keiser has earned its reputation at both ends of the spectrum for one reason only: **RESULTS.** Results that prove **Keiser is truly for every body.**

KEISER


323
RESISTANCE
92
PERCENTAGE OF PEAK POWER
4047
PEAK POWER (WATTS)
90
RPM
452
POWER (WATTS)
150
RESISTANCE
95
PERCENTAGE OF PEAK POWER
1047
PEAK POWER (WATTS)
KEISER

KEISER STRENGTH MACHINES

KEISER

ALL KEISER STRENGTH MACHINES FEATURE:

- Virtually zero shock to joints and connective tissue
- Dynamic Variable Resistance (Variable Resistance at any speed)
- Thumb Button Resistance Control
- The ability to change resistance at any time during the exercise without stopping
- The ability to change resistance in as little as one pound or one kilogram increments
- A computerized Display showing Resistance, Sets, Reps, Peak Power, Percentage of Peak Power, and Adjustment Positions
- Keiser Chip System — Your electronic workout card. Remembers and displays your previous workout Resistance, Sets, Reps, and Adjustment Positions
- Keiser Integrated Technology — With the use of the Chip System, you can download your workout on your phone, tablet, or computer
- A 6-Rep test that tells you the resistance where you generate your greatest power
- Optional custom paint and upholstery colors at additional cost

ONCE YOU'VE EXPERIENCED BUILDING STRENGTH AT SPEED

THERE'S NO GOING BACK

Keiser A300 Belt Squat

KEISER

Your ability to build strength at the speed you perform is the key to building power where you need it.

POWER = Force x Velocity

Power is what you produce when you produce a force at speed. The formula is **Power = Force x Velocity**.

In ancient times, when we trained outside by picking up stones and throwing them, we were actually training for Power. In more modern times, as our training moved indoors and we used iron weights, we lost our Power training because we could not throw iron. Therefore, we lost our ability to lift at speed. **We actually trained better centuries ago than we have in the last century.** We let the iron dictate our training, instead of choosing a training system that would develop Power.

Keiser develops Power, Power is the Key to Performance; therefore, Keiser is the Key to Performance.

BUILD STRENGTH

Keiser's Dynamic Variable Resistance is the key to building strength faster and safer. While iron typically loads you heaviest at your weakest position and lightest at your strongest position, **Keiser loads you heaviest at your strongest position and lightest at your weakest position** — regardless of training speed. This maximizes your strength gain and minimizes your risk.

BUILD SPEED

Keiser's Dynamic Variable Resistance allows you to train at any speed. This fully engages your brain in the exercise and retrains your Central Nervous System to better control the contraction of your muscles. **That means you train your brain to make your muscles do exactly what you want them to do, at the exact moment you want it done.**

BUILD POWER

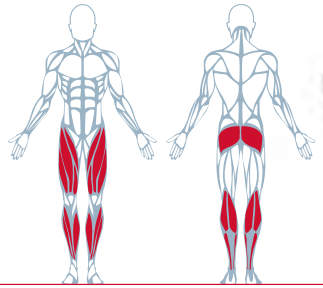
Your ability to **build strength at any speed on Keiser is the key to building power.** Built into each of our Power Machines is a 6-repetition test that, when completed, will tell you the resistance at which you generate your maximum power. If you choose, set to that resistance and move as fast as you can through your concentric contraction and you will be training for MAXIMUM POWER.

Young or old, elite or frail, or anything in between, it is about producing the necessary force at the necessary speed to achieve your goal, whether it is getting out of a chair, carrying groceries, golfing, winning games, or setting world records. It is all about developing **your** strength at the speed of **your** life.

KEISER STRENGTH

LOWER BODY MACHINES

BUILD YOUR ACTIVE BASE OF SUPPORT



THE LARGEST MUSCLE MASS IN ONE MACHINE

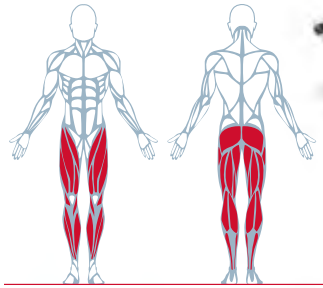
A300 LEG PRESS Model 2531

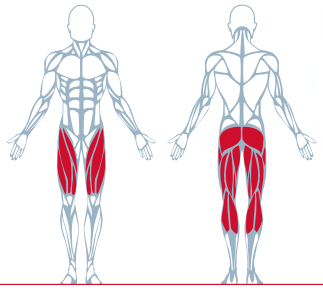
Your lower body is your primary means of support and mobility and contains the largest amount of muscle mass in your body. To efficiently exercise this muscle mass, the A300 Leg Press was designed with a higher foot plate to increase hip flexion and decrease knee flexion. This maximizes glute activation by causing them to work harder at the beginning of the movement. The decreased knee flexion reduces shearing forces, thus preserving the health of your knees. The separate foot plates allow you to train each leg independently, the way we function.

HEIGHT: 48″ / 1219 mm
WIDTH: 38″ / 965 mm
DEPTH: 69″ / 1753 mm

WEIGHT: 312 lbs / 142 kg
RESISTANCE RANGE:
0 - 1200 lbs / 0 - 545 kg

KEISER





YES, YOU CAN TRAIN FOR SPEED

A300 RUNNER Model 3232

The Runner places you in a position that simulates the acceleration phase of a sprint. Professional athletes everywhere use the Runner to train for acceleration, speed, and power endurance. This unique piece of equipment will improve the power and performance of any individual looking for a competitive edge.

HEIGHT: 57″ / 1448 mm
WIDTH: 31″ / 788 mm
DEPTH: 90″ / 2286 mm

WEIGHT: 233 lbs / 106 kg
RESISTANCE RANGE:
12 - 490 lbs / 6 - 222 kg

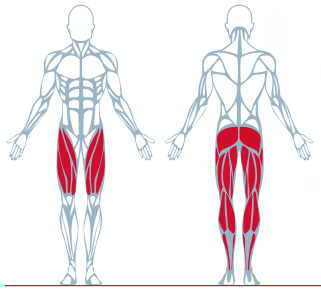
FULL EXTENSION FOR AN EXPLOSIVE BASE

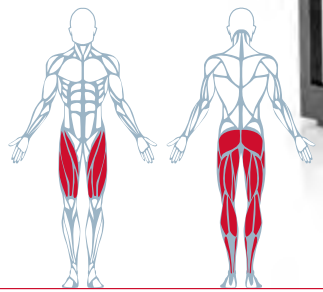
A300 SQUAT Model 1531

The Squat was one of the first machines we created. To this day, it remains our most popular piece in the world of sport because of its ability to develop strength, speed, and power more effectively, efficiently, and safely than using free weights. Exercisers of every age and ability can now use our Squat to develop their explosive power and do it safer. It features self-adjusting shoulder pads, a wide base and an adjustable bottom position to help prevent knee injuries. It also lets athletes train the essential "triple extension" (a full lock of their hips, knees, and ankles) for speed and power.

HEIGHT: 68″ / 1727 mm
WIDTH: 32″ / 813 mm
DEPTH: 60″ / 1524 mm

WEIGHT: 445 lbs / 202 kg
RESISTANCE RANGE:
40 - 700 lbs / 18 - 318 kg





FOR THE MOST POWERFUL AMONG US

A300 SQUAT PRO Model 1534

Since the A300 Squat is our most popular piece in the world of sport and since the athletes training on it have gotten stronger, faster, and more powerful, we needed to build them a Squat that would perform under the demands of their body mass and explosive power. The Squat Pro has all the features of our standard Squat plus we've added a movable stop to make it easier to enter and exit the machine. We've also beefed-up the frame and added 200 extra pounds of weight in the base to help hold it in place. You may still want to bolt this machine to the floor for your largest and most powerful athletes.

HEIGHT: 70" / 1778 mm
WIDTH: 32" / 813 mm
DEPTH: 60" / 1524 mm

WEIGHT: 700 lbs / 318 kg
RESISTANCE RANGE:
40 - 700 lbs / 18 - 318 kg

DYNAMIC POWER WITHOUT SHOULDER LOADING

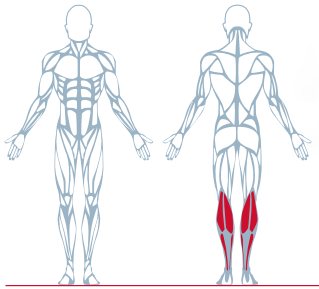
A300 BELT SQUAT Model 1550

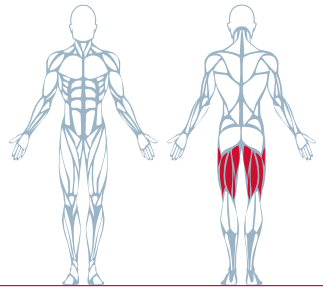
Build explosive hip and leg strength against as much as 800 pounds of resistance without the resistive load passing through your shoulders and spinal column. It is especially beneficial for taller people, because it eliminates column loading of the spine. Pivoting handles accommodate exercisers from 4'8" to 7' tall. The wide base and optional Deadlift Bar allow for multiple training possibilities. Perfect for any athlete looking to improve their explosiveness — from pitchers, to linemen, to basketball players.

HEIGHT: 68" / 1727 mm
WIDTH: 48" / 1219 mm
DEPTH: 61" / 1549 mm

WEIGHT: 585 lbs / 266kg
RESISTANCE RANGE:
0 - 800 lbs / 0 - 363 kg

AVAILABLE ACCESSORY: Deadlift Bar Model 150807





Product shown with Range of Motion Limiter. Also available for A250 Leg Extension (p. 28).

WEAK CALVES ARE LIKE FLAT TIRES

A300 SEATED CALF Model 2936

Originally designed for world record holders Willie Banks (triple jump) and Mike Powell (long jump), our calf machine features unilateral movement to help you develop balanced explosive lower-leg power. The machine automatically pre-loads and adjusts for leg length, and the footpad isolates the rotation around the ankle to give you a full range of motion. Your foot is the base of support with the ground, and the calf has to be able to transfer all of the strength and power you can produce to the ground. Having weak calf muscles is like driving a car on flat tires. The calf is essential in all levels of human performance, from the oldest old to the elite athlete.

HEIGHT: 53" / 1346 mm
WIDTH: 29" / 737 mm
DEPTH: 47" / 1194 mm
WEIGHT: 166 lbs / 75 kg
RESISTANCE RANGE:
0 - 860 lbs / 0 - 390 kg

LEG CURLS FOR EVERYONE

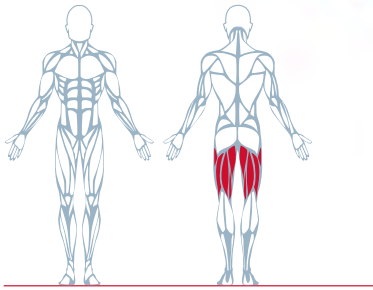
A250 SEATED LEG CURL

Models 1221 and 1222

The hamstring muscles on the back of the upper leg are one of the most neglected muscle groups. To encourage exercise of the hamstrings, we designed this Leg Curl to have a less intimidating seated position and to reduce stress on the lower back. An adjustable cushion holds the thighs in a comfortable and stable position for maximum results. It is also available with an optional adjustable range limiting device (Model 1222) that can set the starting and ending points in the range of motion.

MODEL 1221
HEIGHT: 46" / 1168 mm
WIDTH: 45" / 1143 mm
DEPTH: 58" / 1473 mm
WEIGHT: 196 lbs / 89 kg
RESISTANCE RANGE:
0 - 260 lbs / 0 - 118 kg

MODEL 1222
HEIGHT: 46" / 1168 mm
WIDTH: 45" / 1143 mm
DEPTH: 58" / 1473 mm
WEIGHT: 232 lbs / 105 kg
RESISTANCE RANGE:
0 - 260 lbs / 0 - 118 kg



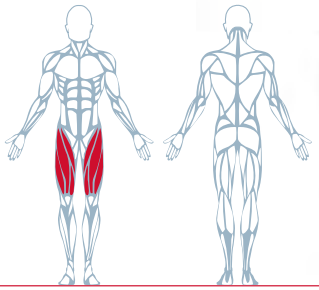
TRAIN THE HAMSTRINGS TO FIRE PROPERLY

A300 LEG CURL PRO Model 1232

Completely redesigned for speed. Sounds silly, since all Keiser machines can be used at speed, but as our users get faster training on our machines, so too, do our machines. Training hamstrings at the speed of the game trains the brain to better control the firing of the hamstring, thus helping to prevent hamstring injuries. We also improved the ergonomics by narrowing the chest pad and placing the thumb buttons and display in more comfortable positions. The independent exercise arms allow you to train as you play, with independent action. You can even train like a bicycle (as one leg is going up, the other is coming down). And don't forget about the ability to do heavy negatives, which has been shown to help prevent hamstring injuries.

HEIGHT: 26" / 661 mm
WIDTH: 24" / 610 mm
DEPTH: 72" / 1829 mm

WEIGHT: 113 lbs / 51 kg
RESISTANCE RANGE:
5 - 245 lbs / 3 - 111 kg



Also available with Range of Motion Limiter shown on A250 Seated Leg Curl (p. 27).

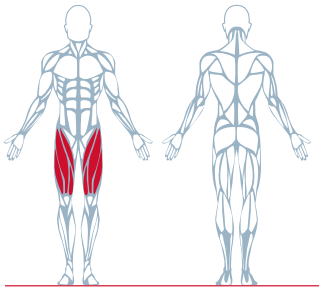
A QUAD WORKOUT FOR ALL

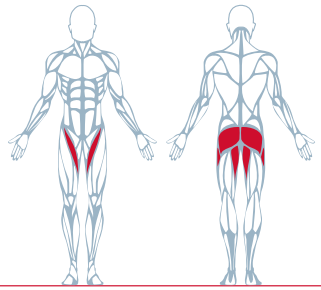
A250 LEG EXTENSION Models 1121 and 1122

The perfect match to the A250 Leg Curl. The quadriceps are one of the most powerful muscle groups we have and are responsible for much of our stability and mobility. This Leg Extension features a seat that adjusts forward and back without changing its tilt, for maximum comfort during the exercise. It is also available with an optional adjustable range limiting device (Model 1122) that can set the starting and ending points in the range of motion.

MODEL 1121
HEIGHT: 45" / 1143 mm
WIDTH: 44" / 1118 mm
LENGTH: 46" / 1169 mm
WEIGHT: 169 lbs / 77 kg
RESISTANCE RANGE:
0 - 246 lbs / 0 - 112 kg

MODEL 1122
HEIGHT: 45" / 1143 mm
WIDTH: 44" / 1118 mm
LENGTH: 46" / 1169 mm
WEIGHT: 208 lbs / 95 kg
RESISTANCE RANGE:
0 - 246 lbs / 0 - 112 kg





THE SAFEST AND MOST EFFECTIVE QUAD WORKOUT

A300 LEG EXTENSION PRO Model 1133

This Leg Extension is the best to demonstrate the superiority of Keiser Dynamic Variable Resistance over Iron (see page 13 to learn about the Keiser Warrior). The quadriceps is one of the most powerful muscle groups in the body, producing very high forces at very fast speeds. The knee is vulnerable to injury at high degrees of flexion, which is why we lower the resistance at the beginning of the ROM and bring it on heavy in the middle before backing it off at full extension. This, along with your ability to work each leg independently at speed, maximizes your training results while protecting your joints and connective tissue. And remember, you can do heavy negatives on all Keiser Dynamic Variable Resistance machines.

HEIGHT: 45″ / 1143 mm
WIDTH: 39″ / 991 mm
DEPTH: 40″ / 1016 mm

WEIGHT: 150 lbs / 68 kg
RESISTANCE RANGE:
0 - 236 lbs / 0 - 107 kg

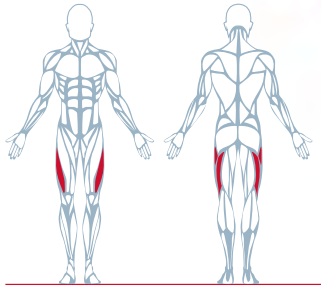
THE ALL-IN-ONE HIP MASTER

A250 STANDING HIP Model 2621

The product of choice for athletes, this machine offers hip flexion, extension, adduction, and abduction all in one. It features a split platform to keep your foot from hitting the platform during the leg swing. Arched support bars feature dual resistance controls for forward or sideways positioning and provide more clearance for your leg during high swings. Like all Keiser machines, what really distinguishes this machine from other machines on the market is your ability to train as fast as you can go.

HEIGHT: 71″ / 1804 mm
WIDTH: 43″ / 1092 mm
DEPTH: 39″ / 991 mm

WEIGHT: 211 lbs / 96 kg
RESISTANCE RANGE:
0 - 235 lbs / 0 - 107 kg



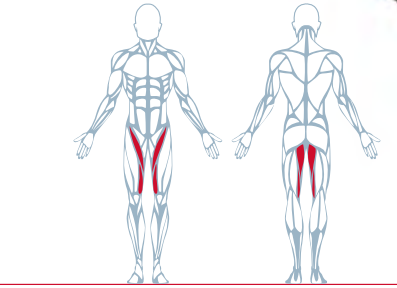
BOOST STABILITY AND LATERAL MOVEMENT

A300 HIP ABDUCTOR Model 2331

Hip abduction at speed is essential in human performance, whether it is breaking world records or improving your stability and mobility as you age. Your lower body is your active base of support and needs to move quickly in all directions. The Keiser Hip Abductor, Adductor, and Standing Hip are the only hip machines that can train these all-important muscles at the speed of life. The Hip Abductor is also good for developing skating power and endurance.

HEIGHT: 49″ / 1245 mm
WIDTH: 47″ / 1194 mm
DEPTH: 65″ / 1651 mm

WEIGHT: 184 lbs / 84 kg
RESISTANCE RANGE:
0 - 392 lbs / 0 - 178 kg



DON'T FORGET ME

A300 HIP ADDUCTOR Model 2431

It takes two to tango. Hip adduction at speed is also essential in human performance, whether it is breaking world records or improving your stability and mobility as you age. Your lower body is your active base of support and needs to move quickly in all directions. The Keiser Hip Abductor, Adductor, and Standing Hip are the only hip machines that can train these all-important muscles at the speed of life. The Hip Adductor, with its adjustable starting position, can also be used for stretching your adductor muscles.

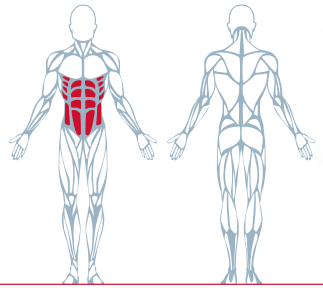
HEIGHT: 49″ / 1245 mm
WIDTH: 61″ / 1549 mm
DEPTH: 65″ / 1651 mm

WEIGHT: 231 lbs / 105 kg
RESISTANCE RANGE:
0 - 521 lbs / 0 - 237 kg

KEISER STRENGTH

CORE MACHINES

ADD POWER TO ANY MOVEMENT



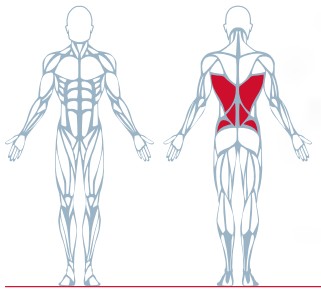
CORE IS KEY TO PERFORMANCE

A250 ABDOMINAL Model 2721

Because we perform from the ground up, we must build from the ground up. The upper body's direct base of support is the core; therefore, a strong, fast, powerful core is essential for upper body performance. It's also important to note that most low back pain comes from weak abdominals. Keiser's Abdominal guides you through the proper range of motion. All you have to do is get in and go.

HEIGHT: 47" / 1194 mm
WIDTH: 33" / 838 mm
DEPTH: 37" / 940 mm

WEIGHT: 115 lbs / 52 kg
RESISTANCE RANGE:
0 - 276 lbs / 0 - 125 kg



KEISER STRENGTH

UPPER BODY MACHINES

BUILD STRENGTH AT SPEED

EVERYONE NEEDS A STRONG BACK

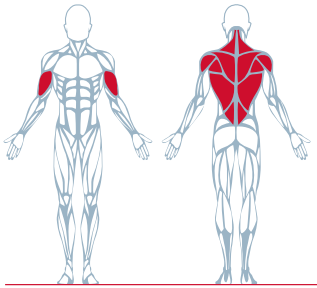
A250 LOWER BACK Model 2821

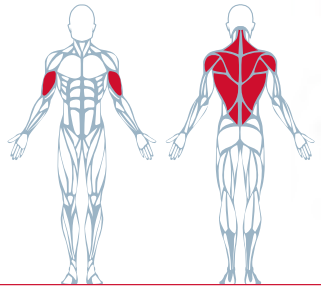
Most people underestimate the value of a strong back and that is why so many people suffer from low back pain. Besides the low back muscles being heavily involved in all the lifting we do, the lower back also has to stabilize the pelvis when the very strong and powerful glutes and hamstrings are pulling on it. Keiser's Lower Back may help reduce lower back pain in an otherwise healthy lower back and is why it should be an essential part to your Keiser line and workout.

HEIGHT: 49" / 1245 mm
WIDTH: 32" / 813 mm
DEPTH: 54" / 1372 mm

WEIGHT: 151 lbs / 69 kg
RESISTANCE RANGE:
0 - 272 lbs / 0 - 123 kg

KEISER®





SEATED ROWS IN STRICT FORM

A250 UPPER BACK Model 2021

Featuring two hand-grip positions to maximize the work on the muscles of the upper, middle, and sides of your back, it is this machine that contributes to the V-shape we admire in the human body. While this is a bilateral machine (both arms work together), it does offer variety for someone on a budget.

HEIGHT: 78″ / 1981 mm
WIDTH: 46″ / 1168 mm
DEPTH: 47″ / 1194 mm

WEIGHT: 169 lbs / 77 kg
RESISTANCE RANGE:
0 - 260 lbs / 0 - 118 kg

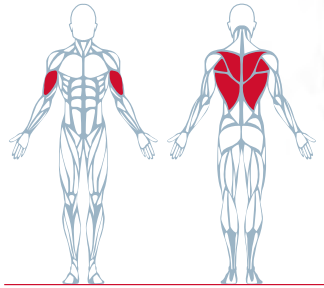
SUPERIOR UPPER BACK ISOLATION

A350 BIAXIAL UPPER BACK Model 2035

Specifically designed to isolate the upper back, this Biaxial Upper Back is unlike anything else. It forces you through a range of motion that optimizes the effect on all of the muscles of the upper back. Unilateral movement promotes symmetry by preventing the strong side from helping the weaker side. Since the muscles of the back are one of the largest muscle groups in the body and this machine is focused specifically on the upper muscles, the Keiser Lat Pull Down (p. 34) is a great adjunct for complete training of this all-important muscle group.

HEIGHT: 63″ / 1600 mm
WIDTH: 51″ / 1296 mm
DEPTH: 48″ / 1219 mm

WEIGHT: 240 lbs / 109 kg
RESISTANCE RANGE:
0 - 350 lbs / 0 - 159 kg



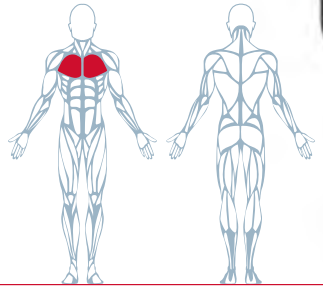
PROPER LAT PULLS, SAFER THAN EVER

A250 LAT PULL DOWN Model 2121

The inherent danger with Lat Pull Down machines is the failure of the cable and the solid bar that comes crashing down on your head or neck as a result. We built one once, but the constant fear of a cable failure without any warning wasn't worth it. Knowing the best pull is a straight pull, the trick was building a machine that simulated the straight pull of a cable with a more reliable solid mechanism. The ingenious mechanism in this Lat Pull Down gives you a straight pull, more reliability, the safety of no cable or bar to crash into your head, and the ability to force your back muscles to get even more involved by leaning into the movement.

HEIGHT: 74″ / 1880 mm
WIDTH: 44″ / 1118 mm
DEPTH: 58″ / 1473 mm

WEIGHT: 170 lbs / 77 kg
RESISTANCE RANGE:
0 - 225 lbs / 0 - 102 kg



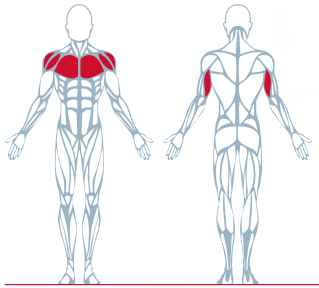
A PEC DECK THAT WON'T OVERSTRETCH

A350 SEATED BUTTERFLY Model 2235

The chest contains one of the largest muscle groups in the body. As such, it is important to train these muscles in a variety of ways. The Seated Butterfly adds that variety and is a great addition to one of our chest presses. We've added multiple adjustments to this machine to optimize your workout and minimize the stress on your shoulders. The independent arms allow you to cross over your chest to exercise through the full range of motion. The adjustable seat enhances the ability to work the upper and lower pectoral muscles.

HEIGHT: 72″ / 1829 mm
WIDTH: 50″ / 1270 mm
DEPTH: 63″ / 1600 mm

WEIGHT: 225 lbs / 102 kg
RESISTANCE RANGE:
0 - 129 lbs / 0 - 59 kg



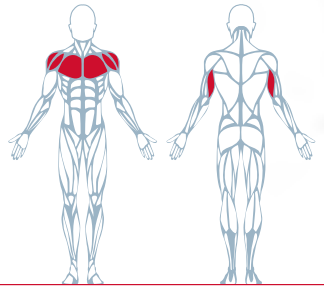
MORE MUSCLE, LESS SHOULDER STRESS

A250 SEATED CHEST PRESS Model 1321

If you were to lie down and do a free weight bench press, the bar would come down to your chest and rise to finish over your shoulders. That same movement is replicated in all of our Chest Press machines, but in a comfortable seated position. This maximizes comfort and minimizes floor space. Our A250 Chest Press is our only bilateral (both arms move together) chest press to offer the benefits of Keiser Dynamic Variable Resistance for the budget minded facility.

HEIGHT: 79″ / 2007 mm
WIDTH: 38″ / 965 mm
DEPTH: 60″ / 1524 mm

WEIGHT: 163 lbs / 74 kg
RESISTANCE RANGE:
0 - 270 lbs / 0 - 122 kg



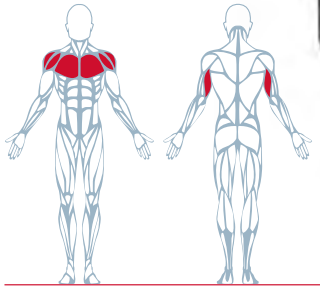
TWO CHEST MOVEMENTS IN ONE MACHINE

A350 BIAXIAL CHEST PRESS Model 1335

To maximize your range of motion, we start you with a wide grip when your hands are even with your chest. As you move through the range of motion, your hands converge to complete the work on your chest and arms. The independent movement of the exercise arms prevents your stronger side from helping your weaker side, thus maximizing your results.

HEIGHT: 78″ / 1981 mm
WIDTH: 43″ / 1092 mm
DEPTH: 58″ / 1473 mm

WEIGHT: 194 lbs / 88 kg
RESISTANCE RANGE:
0 - 304 lbs / 0 - 138 kg



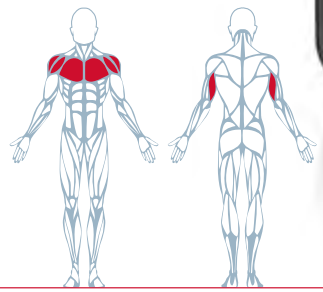
BUILD IT STRONG, BUILD IT FAST

A300 CHEST PRESS PRO MODEL 1338

The ultimate in Chest Power is our Chest Press Pro. A 600-pound Chest Press to challenge the strongest among us, at speeds that challenge the fastest. Power (Watts) = Force x Velocity. Simply put, Power is Strength times Speed. You can't produce Power if you are strong and slow or fast and weak. The only way you produce real Power is to be strong and fast. At Keiser, we focus on building strength at game speed.

HEIGHT: 76" / 1931 mm
WIDTH: 43" / 1092 mm
DEPTH: 51" / 1296 mm

WEIGHT: 198 lbs / 90 kg
RESISTANCE RANGE:
0 - 596 lbs / 0 - 270 kg



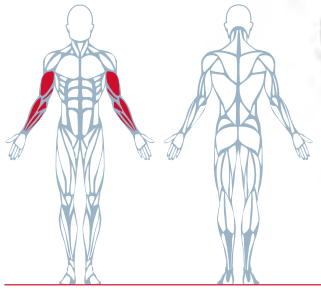
A SHOULDER PRESS MADE EASIER

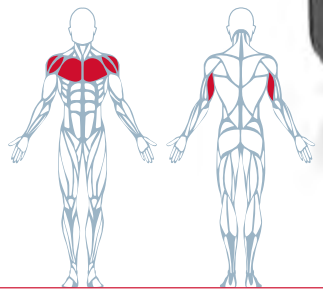
A250 MILITARY PRESS Model 1621

Shoulder presses can be difficult for some, due to the high starting weight on most machines. Our low starting resistance and adjustable seat allow almost anyone to begin a shoulder exercise program. It is ideal for beginners and older adults. From a performance standpoint, it challenges the strongest and fastest among us.

HEIGHT: 61" / 1550 mm
WIDTH: 41" / 1042 mm
DEPTH: 58" / 1473 mm

WEIGHT: 158 lbs / 72 kg
RESISTANCE RANGE:
14 - 202 lbs / 6 - 92 kg





THE GUNS

A250 ARM CURL Model 1721

Biceps are a fixation, whether you want to build them, see them, or kiss them, so why not give you a better way to build them. Our Arm Curl allows for easy positioning of the elbow to align with the exercise arm pivot, while the handle grips automatically adjust for your forearm length. The thumb button resistance control in each grip gives you full control of your resistance allowing you to pyramid and do heavy negatives. No other Arm Curl offers this much versatility.

HEIGHT: 38″ / 965 mm
WIDTH: 25″ / 635 mm
DEPTH: 48″ / 1219 mm

WEIGHT: 107 lbs / 49 kg
RESISTANCE RANGE:
6 - 113 lbs / 3 - 51 kg

TRICEPS — WHY TRICEPS?

A250 TRICEPS Model 1921

Most of us depend on our triceps more than we realize. As we age, the strength of our triceps is often called upon to make up for our lack of strength in our legs. You realize this when you push down on the arms of a chair to get out of the chair. That's the triceps in action, and that's exactly how we train them. You are in a seated position and pushing down on the handles as if you were doing dips or getting out of a chair. For power and performance, it mimics a dip with the ability to work at game speed.

HEIGHT: 61″ / 1550 mm
WIDTH: 37″ / 940 mm
DEPTH: 58″ / 1473 mm

WEIGHT: 141 lbs / 64 kg
RESISTANCE RANGE:
0 - 330 lbs / 0 - 150 kg


KEISER
RACKS
KEISER

ALL KEISER PATENTED HYBRID RACKS FEATURE:

- Ability to combine Keiser Dynamic Variable Resistance and iron weight resistance
- Keiser Dynamic Variable Resistance pulls straight down on the bar (just like gravity) and follows the bar as the bar moves horizontally
- Train at any speed, from controlled to explosive, developing Power and Stability
- Ability to do heavy negatives at the touch of a button or foot operated pedal
- All-in-one system to accomplish more in less space
- Optional custom paint, platform, and logo at additional cost

KEISER STRENGTH

RACKS

There are two height options for each Rack (except the Rack and a Half). Our standard fits in a 9 foot high (2,743 mm) ceiling and we also build a Rack that fits in an 8 foot high (2,439 mm) ceiling. The Height in the Specifications below for each Rack is the Rack only. The use of our Hardwood Maple Insert will add 1.5" (38.1 mm) to the Height.

THE ONLY TRUE "POWER" RACK

POWER RACK Models 3110 and 3111

Keiser put the Power in Power Rack. A Rack is just that, a rack to hang things on, until you add Keiser's patented system to it. Then it goes from ordinary to explosive. Use it as an ordinary Rack for free weight lifting or blend the iron and the air. Instead of benching 100 kg (220 lbs) of iron, strip off 50 kg of iron and add 50 kg of air. Now, it is a whole other experience. Once you've mastered balancing that, strip off more iron and add more air for the next level of training. The possibilities never end.

MODEL 3110
HEIGHT: 94" / 2388 mm
WIDTH: 71" / 1804 mm
DEPTH: 103" / 2616 mm
WEIGHT: 935 lbs / 424 kg
RESISTANCE RANGE:
0 - 200 lbs / 0 - 91 kg

MODEL 3111
HEIGHT: 106" / 2693 mm
WIDTH: 71" / 1804 mm
DEPTH: 103" / 2616 mm
WEIGHT: 955 lbs / 433 kg
RESISTANCE RANGE:
0 - 200 lbs / 0 - 91 kg

SAME EXERCISES, HALF THE SPACE

HALF RACK LONG BASE Models 3105 and 3106

To some, it's just half a rack, but it still carries all the punch of the Power Rack with Keiser Dynamic Variable Resistance. The long base provides the same foot operated resistance controls found on the Power Rack.

MODEL 3105
HEIGHT: 92" / 2337 mm
WIDTH: 71" / 1804 mm
DEPTH: 93" / 2362 mm
WEIGHT: 713 lbs / 324 kg
RESISTANCE RANGE:
0 - 200 lbs / 0 - 91 kg

MODEL 3106
HEIGHT: 104" / 2642 mm
WIDTH: 71" / 1804 mm
DEPTH: 93" / 2362 mm
WEIGHT: 724 lbs / 329 kg
RESISTANCE RANGE:
0 - 200 lbs / 0 - 91 kg

KEISER

TINY BUT POWERFUL

HALF RACK Models 3103 and 3104

The Half Rack does begin to tighten things up, especially the amount of floor space it requires. We still provide a short version of the foot operated resistance controls provided on the Power Rack and Half Rack Long Base. It's a great way to get the explosive benefits of Keiser in a smaller footprint.

MODEL 3103
HEIGHT: 92″ / 2337 mm
WIDTH: 71″ / 1804 mm
DEPTH: 61″ / 1550 mm
WEIGHT: 655 lbs / 297 kg
RESISTANCE RANGE:
0 - 200 lbs / 0 - 91 kg

MODEL 3104
HEIGHT: 104″ / 2642 mm
WIDTH: 71″ / 1804 mm
DEPTH: 61″ / 1550 mm
WEIGHT: 666 lbs / 302 kg
RESISTANCE RANGE:
0 - 200 lbs / 0 - 91 kg

UP TO THREE LIFTING IN ONE RACK

RACK AND A HALF Model 3120

Space is always in short supply in a weight room, so we designed our Rack and a Half for maximum work in minimum space. While large in appearance, the Rack and a Half supports up to three lifters at one time. One benching, squatting, overhead pressing, etc. on the Half Rack end; one in the Power Rack squatting or overhead pressing; and one doing Olympic lifts with our optional Lifting Platform. The Half Rack and Power Rack areas have their own resistance controls. The Rack and a Half is the only Rack that comes standard with the Hardwood Maple Insert.

HEIGHT: 107.5″ / 2731 mm
WIDTH: 83″ / 2108 mm
DEPTH: 145″ / 3683 mm
WEIGHT: 1805 lbs / 819 kg
RESISTANCE RANGE:
0 - 200 lbs / 0 - 91 kg

STILL PART OF THE FAMILY

RACKS WITHOUT AIR

Models 3107, 3108 (Shown), 3112, 3113, AND 3121

All Keiser Racks can be purchased without Air. We offer this option to keep all Racks looking like they came from the same family when multiple racks are purchased and the budget doesn't allow for all Racks to have Air. This way, they look like members of the same family even though some have Dynamic Variable Resistance and some don't.

RACK	MODEL	HEIGHT
8′ HALF RACK	**3107**	92″ / 2337 mm
9′ HALF RACK	**3108**	104″ / 2642 mm
8′ POWER RACK	**3112**	94″ / 2388 mm
9′ POWER RACK	**3113**	106″ / 2693 mm
RACK AND A HALF	**3121**	106″ / 2693 mm

For additional information,
call +1 559 256 8000

KEISER STRENGTH

RACK ACCESSORIES

OLYMPIC LIFTING AND INSERT PLATFORMS

Our low-profile Platforms are 1½" thick, and are made up of a ¾" marine grade plywood base and ¾" hardwood maple tongue and groove flooring glued and nailed to the plywood. The bottom and sides are sealed to help prevent moisture absorption. The top receives two coats of sanding sealer and three coats of a two-part finish for commercial floors such as basketball courts. The wood and each coat are sanded before the next coat is applied. Our specially designed impact absorbing rubber is the reason our platforms can be so thin. The entire platform is trimmed in steel tubing with cast-rounded corners. Olympic Lifting Platforms are available in two sizes, our standard 6' x 8' (1829 mm x 2439 mm) and our optional 8' x 8' (2439 mm x 2439 mm).

RACK CONNECTOR

Model 310858 and 310859

Linking two Racks, the Rack Connector maximizes space utilization by creating an additional pull-up or suspension station. There are holes every 3" (76 mm) to allow for attaching more accessories. The length of the connector is customizable up to 10' (3048 mm).

INTERIOR PULL-UP BAR WITH MULTI-GRIPS

Model 310853

Designed at the request of our Special Forces, our Interior Pull-Up Bar offers a variety of grips, including a 2" (51 mm) horizontal grip, a 1⅜" (35 mm) parallel grip, and a 1⅜" (35 mm) angular grip. This interior placement lets you keep other accessories on the outside of your rack.

ADJUSTABLE BENCH

Model 3150

Our patented Adjustable Bench features multiple incline positions, allowing for maximum body and lifting weight support throughout a variety of movements. When in use, the Bench easily locks into your Keiser Rack, with automatic centering and alignment. When not in use, its low profile and transport wheels make it easy to move out of the way and store until needed.

KEISER

SUSPENSION TRAINER ATTACHMENT SET

Model 310857

Extend the functionality of your Keiser Racks for suspension training.

EXTENSION STRAP-SET

Model 310849

Created to extend the height of the starting point when using Keiser Dynamic Variable Resistance, the Extension Cable strap set increases the starting height 20" (508 mm). It connects easily and quickly, leaving more time for your workout.

LANDMINE

Model 310851 (Left) and 310852 (Right)

Great for large rotational movements and core, shoulder, and hip workouts. The Landmine comes with a locking mechanism, and can be ordered for either the left or right side of a rack.

RACK BAR CATCH SET

Model 310854

Bar catches with 4" (102 mm) vertical increments, which can be used inside or on the front of Keiser Power Racks. With locking mechanisms for increased safety, the Rack Bar Catch Set can be flipped upside down for isometric training.

KEISER LIGHTWEIGHT BAR

Model 310805

Designed specifically for use with Keiser Racks and weighing in at just under six pounds, the Lightweight Bar attaches via ball bearings to the cable attachment allowing for unhindered movement during rotation. The Lightweight Bar conforms to International Power Lifting Federation standards for knurling and diameter. Be prepared for a lesson in balance, speed, and coordination when you lift this lightweight bar against Keiser Dynamic Variable Resistance.

BUMPER PLATE STORAGE RACK

Model 310850

Built for easy storage and mobility, the Bumper Plate Storage Rack can fit most of your favorite Olympic-style bumper plate sets with plenty of room to spare.

TECHNIQUE TRAYS

Model 310847

Ideal for Olympic-style lifting, our Technique Trays let you securely set an Olympic bar with bumper plates at your preferred starting height.

PULLEY ASSIST STATION

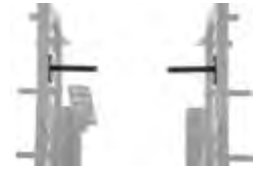
Model 310837 (8') and 310838 (9')

Our Pulley Assist Station was originally designed to assist in doing pull-ups. This is achieved by connecting the outside end of the rope to our resistance system and the inside end to a belt or harness. You then select the amount of assist you want. It can also be used for unweighted treadmill work in rehab, by simply placing a treadmill in the middle of the Rack and connecting the inside end of the rope to a belt or harness as you would do in an assisted pull-up.

PULL-UP HANDLES

Model 310820

Our Pull-Up Handles can be locked into 14 different positions, from 7" (178 mm) to 41" (1042 mm) apart, allowing you to target specific muscle groups. The handles rotate a full 360 degrees to enhance your training options and decrease wrist strain.



SQUAT HANDLES

Model 310803

When using a safety squat bar, that is safe to use without hands, or using our resistance system attached to a belt, the Squat Handles provide a means of support for added stability and safety.

DIP STATION

Model 310804

Our integrated Dip Station offers the added benefit of using the Keiser resistance system for increased resistance. Features a locking mechanism for increased safety and 1¾" (45 mm) grip for maximum comfort.

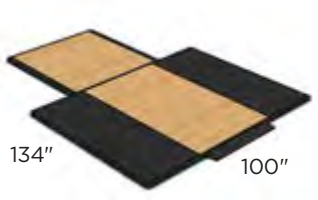
PULL-UP BAR

Model 310824

Our Pull-Up Bar, with its multiple grip positions, integrates seamlessly into any of the Keiser Rack configurations for additional pull work.

KEISER STRENGTH

RACK PLATFORMS



PLATFORM INSERT & 6′ LIFTING PLATFORM

Model 3170

RACK TYPE:
3103 (8′ HALF RACK)
3104 (9′ HALF RACK)
3107 (8′ HALF RACK NO AIR)
3108 (9′ HALF RACK NO AIR)

LENGTH: 100″ / 2540 mm
DEPTH: 134″ / 3404 mm
HEIGHT: 1.5″ / 38.1 mm
TOTAL WEIGHT: 560 lbs / 254 kg

PLATFORM INSERT

Model 3174

RACK TYPE:
3105 (8′ HALF RACK-LONG BASE)
3106 (9′ HALF RACK-LONG BASE)

LENGTH: 55″ / 1397 mm
DEPTH: 94″ / 2388 mm
HEIGHT: 1.5″ / 38.1 mm
TOTAL WEIGHT: 220 lbs / 100 kg

PLATFORM INSERT & 6′ LIFTING PLATFORM

Model 3176

RACK TYPE:
3105 (8′ HALF RACK-LONG BASE)
3106 (9′ HALF RACK-LONG BASE)

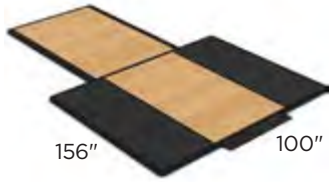
LENGTH: 100″ / 2540 mm
DEPTH: 168″ / 4267 mm
HEIGHT: 1.5″ / 38.1 mm
TOTAL WEIGHT: 636 lbs / 289 kg

KEISER®

PLATFORM INSERT
Model 3180

RACK TYPE:
3110 (8′ POWER RACK)
3111 (9′ POWER RACK)

LENGTH: 55″ / 1397 mm
DEPTH: 104″ / 2642 mm
HEIGHT: 1.5″ / 38.1 mm
TOTAL WEIGHT: 243 lbs / 110 kg



PLATFORM INSERT & 6′ LIFTING PLATFORM NO AIR
Model 3184

RACK TYPE:
3112 (8′ POWER RACK NO AIR)
3113 (9′ POWER RACK NO AIR)

LENGTH: 100″ / 2540 mm
DEPTH: 156″ / 3963 mm
HEIGHT: 1.5″ / 38.1 mm
TOTAL WEIGHT: 610 lbs / 277 kg

PLATFORM INSERT & 6′ LIFTING PLATFORM NO AIR
Model 3194

RACK TYPE:
3121 (9′ RACK & A HALF NO AIR)

LENGTH: 100″ / 2540 mm
DEPTH: 219″ / 5563 mm
HEIGHT: 1.5″ / 38.1 mm
TOTAL WEIGHT: 750 lbs / 340 kg

PLATFORM INSERT & 6′ LIFTING PLATFORM
Model 3182

RACK TYPE:
3110 (8′ POWER RACK)
3111 (9′ POWER RACK)

LENGTH: 100″ / 2540 mm
DEPTH: 178″ / 4521 mm
HEIGHT: 1.5″ / 38.1 mm
TOTAL WEIGHT: 659 lbs / 299 kg

PLATFORM INSERT
Model 3190

RACK TYPE:
3120 (9′ RACK & A HALF)

LENGTH: 55″ / 1397 mm
DEPTH: 145″ / 3683 mm
HEIGHT: 1.5″ / 38.1 mm
TOTAL WEIGHT: 355 lbs / 161 kg

PLATFORM 6′ LIFTING PLATFORM
Model 3196

LENGTH: 100″ / 2540 mm
DEPTH: 76″ / 1931 mm
HEIGHT: 1.5″ / 38.1 mm
TOTAL WEIGHT: 426 lbs / 193 kg

PLATFORM INSERT NO AIR
Model 3183

RACK TYPE:
3112 (8′ POWER RACK NO AIR)
3113 (9′ POWER RACK NO AIR)

LENGTH: 55″ / 1397 mm
DEPTH: 82″ / 2083 mm
HEIGHT: 1.5″ / 38.1 mm
TOTAL WEIGHT: 191 lbs / 87 kg

PLATFORM INSERT & 6′ LIFTING PLATFORM
Model 3192

RACK TYPE:
3120 (9′ RACK & A HALF)

LENGTH: 100″ / 2540 mm
DEPTH: 219″ / 5563 mm
HEIGHT: 1.5″ / 38.1 mm
TOTAL WEIGHT: 771 lbs / 350 kg

PLATFORM 8′ LIFTING PLATFORM
Model 3198

LENGTH: 100″ / 2540 mm
DEPTH: 100″ / 2540 mm
HEIGHT: 1.5″ / 38.1 mm
TOTAL WEIGHT: 556 lbs / 252 kg

KEISER INFINITY SERIES

KEISER

ALL KEISER INFINITY SERIES MACHINES FEATURE:

- The smoothest pull you will ever feel on a cable machine
- One-tenth pound or kilo adjustments in resistance on any machine that has a maximum resistance less than 100 lbs (45 kg)
- Unlimited training possibilities. Any plane, any speed. That's why we call it Infinity
- Train at any speed. Explosive speeds if you like. We're faster than the fastest human
- Keiser Chip System — Your electronic workout card. Remembers and displays your previous workout Resistance, Sets, Reps, and Adjustment Positions
- Small footprint
- Optional custom paint colors and logo on front of housing at additional cost

KEISER INFINITY SERIES

TRAIN REAL-WORLD MOVEMENTS AT REAL-WORLD SPEED

KEISER

The challenge of perfecting a golf swing is developing strength at speed through a consistent motion — precisely what Keiser's Infinity Series is designed to train.

Train for the game.

TRAIN AT THE SPEED OF LIFE

From Professional Athletes to the Frail Elderly...

Training on Keiser's Infinity Series is the most efficient way to develop functional, real-world power — on any plane, at any speed.

Whatever the motion you want to train — throwing a punch or a baseball, swinging a bat or a club or an axe, or just performing the activities of daily living — Keiser's Infinity Series lets you train the neuromuscular system at the speed of life by working against smooth, consistent resistance with virtually zero shock loading.

It's how you get faster. How you get more powerful. How you get better. The only limit... your imagination.

For years, trainers ignored the speed component of human movement, simply because they couldn't improve it using mass and iron resistance.

"Train slow," was their mantra. Well, training slow only trains you to be slow.

In fact, many coaches thought you couldn't improve speed. They simply recruited fast athletes and made them stronger. But it's not that you can't improve an athlete's speed — it's just that trainers didn't have the tools to do it.

Until Keiser.

KEISER

INFINITY SERIES

Model 3021

Model 300836

Model 3025

Model 3031

Model 3030

YOU CAN'T CALL IT FUNCTIONAL IF YOU CAN'T MOVE AT SPEED

FUNCTIONAL TRAINER

Model 3020 + Model 3021, 3025 or 300836

Just because you can pull a cable in a variety of directions doesn't make it functional. It's pulling at the speed we perform that makes it truly functional. We designed this machine to be faster than the fastest human being, so we could properly train any movement, at any speed, in any direction. To truly understand what this all means, you've got to try it. Once you do, you will understand true FUNCTION. The Functional Trainer MUST be purchased with either a Free-Standing Base (Model 3025) or our Floor Mount Base Plate (Model 3021) or our Extended Base Plate (Model 300836) that raises the FT up 12 inches (305 mm) for basketball teams. (The Floor Mount and Extended Base Plates must be securely anchored to a concrete floor per instruction.)*

	MODEL 3020 + 3025	MODEL 3020 + 3021	MODEL 3020 + 300836
HEIGHT ARMS UP:	92" / 2337 mm	89" / 2261 mm	101" / 2566 mm
WIDTH:	96" / 2439 mm	96" / 2439 mm	96" / 2439 mm
DEPTH:	47" / 1194 mm	29" / 737 mm	31" / 788 mm
WEIGHT:	369 lbs / 168 kg	118 lbs / 54 kg	143 lbs / 65 kg
RESISTANCE/HANDLE:	50 lbs / 22 kg	50 lbs / 22 kg	50 lbs / 22 kg
CABLE LENGTH:	70" / 1778 mm both Handles together 140" / 3556 mm single Handle		

MORE FUNCTION IN LESS SPACE

TRIPLE TRAINER

Model 3020 x 3 + Model 3030 or 3031

Since the arms of the Functional Trainer are angled at 120 degrees from each other, it made sense to connect three of them on one base for better utilization of space and to save the need for the big heavy Free-Standing Base (Model 3025) used on a single unit. Now, the three units have enough weight to hold themselves in place with a much simpler, lighter, and cost-effective Free-Standing Base (Model 3030). You can also floor mount the three Functional Trainers with a Triple Trainer Floor Mount Base Plate (Model 3031). (The Floor Mount Base Plate must be securely anchored to a concrete floor per instruction.)*

	MODEL 3020 X 3 + 3030	MODEL 3020 X 3 + 3031
HEIGHT ARMS UP:	92" / 2337 mm	89" / 2261 mm
WIDTH:	104" / 2642 mm	104" / 2642 mm
DEPTH:	91" / 2312 mm	91" / 2312 mm
WEIGHT:	400 lbs / 182 kg	350 lbs / 159 kg
RESISTANCE/HANDLE:	50 lbs / 22 kg	50 lbs / 22 kg
CABLE LENGTH:	70" / 1778 mm both Handles together 140" / 3556 mm single Handle	

* Failure to follow the instructions could result in the Functional Trainer coming loose from the concrete, resulting in serious injury or death. The facility assumes all liability for the anchoring of this plate.

BUILD POWER FROM HIGH TO LOW OR LOW TO HIGH

PERFORMANCE TRAINER

Model 3010 + Model 300818 or 3015

The Performance Trainer has all of the speed benefits of the Functional Trainer, but packaged in an adjustable high-low pulley system. The cable length is shorter, but the resistance is higher. The Performance Trainer can be mounted to a wall or included in our Six Pack.

HEIGHT: 87″ / 2210 mm
WIDTH: 24″ / 610 mm
DEPTH: 12″ / 305 mm
WEIGHT: 120 lbs / 54 kg
RESISTANCE RANGE: 0 - 75 lbs / 0 - 34 kg
CABLE LENGTH: 93″ / 2362 mm

THE SPACE-SAVING, MULTI-USER TRAINING ZONE

SIX PACK

Model 3010 x 6 + Model 3015

The Six Pack came about because of requests to configure our Performance Trainers around a column without having to attach the units to the column. The Six Pack turned out to be the perfect solution. It doesn't have to go around a column. It's an ideal way to have six Performance Trainers grouped in the middle of the floor and saves having to mount the Performance Trainers on a wall. The maximum diameter of column the Six-Pack will fit around is 29" (737 mm), If your column, regardless of shape, will fit inside a 29" (737 mm) diameter circle, our standard Six-Pack configuration will fit around it. For columns larger than 29" (737 mm), contact Keiser at +1 559 256 8000 or your Keiser Regional Sales Manager for a quote on a special configuration.

HEIGHT: 87″ / 2210 mm
WIDTH: 65″ / 1651 mm
DEPTH: 57″ / 1448 mm
WEIGHT: 790 lbs / 359 kg
RESISTANCE RANGE: 0 - 75 lbs / 0 - 34 kg
CABLE LENGTH: 93″ / 2362 mm

KEISER

INFINITY SERIES ACCESSORIES

WAIST BELT
Model 305422

With a 3½" (89 mm) nylon strap and neoprene padding, the Waist Belt is equipped with dual steel sliding D-rings allowing for constant resistance through dynamic movements. It will accommodate up to a 44" (1118 mm) waist. Our buckle prevents accidental uncoupling during exercise.

ANKLE STRAP
Model 305424

Designed to easily attach to your ankle and any of our Infinity pieces for Hip Flexion, Extension, Abduction, Adduction, as well as kicking exercises. This self-tensioning Ankle Strap is made of 4½" (115 mm) wide nylon and neoprene padding for comfort. It accommodates up to 14" (356 mm) ankles.

KEISER CHOP BAR
Model 300839

The 36" (915 mm) Keiser Chop Bar is constructed of knurled lightweight aluminum tubing. Heavy-duty bearings and military-specified strapping combine to allow maximum freedom to move the bar in any direction while minimizing wear at the attachment points.

THIGH STRAP
Model 305423

Made of 4½" (115 mm) wide nylon and neoprene padding for comfort, the self-tensioning Thigh Strap attaches to an Infinity Series machine for glute, hamstring, quad, and hip flexor work.

KEISER®

CABLE HANDLE
Model 300807

The Keiser Cable Handle has a D-Ring on one end and a comfortable grip on the other. The grip consists of an impact resistant body with a soft contoured rubber grip over-molded as one unit. The ends of the grip are flared to provide a smooth edge for the military-specified strap to slide, minimizing wear.

KEISER TRICEPS ROPE
Model 300838

The Keiser Triceps Rope features a specially designed curved connector to properly align the rope when pulling on both ends or only one end of the rope. This prevents the rope from kinking, thus increasing its life. The Poly Propylene rope and molded end caps are fused together to create a secure bond. The rope is 1" (25.4 mm) in diameter and 36" (915 mm) long.

BACK/LAT STRAP
Model 300808

The Keiser Back/Lat Strap attaches by a D-ring supporting two of the soft contoured rubber grips used on the Cable Handle. The grips are 21" (534 mm) from the D-ring, and approximately 42" (1067 mm) from grip to grip. The military-specified strap connects everything together.

INFINITY ACCESSORY KIT
Model 300824

The Infinity Accessory Kit is a convenient and cost-effective way to get maximum use of your Keiser Infinity Machines. It includes one each of the above Infinity Accessories.

FUNCTIONAL TRAINER BENCH
Model 3090

The FT Bench was designed to maximize space in small facilities, such as physical therapy, hospitality, corporate fitness, etc. It fastens to the bottom of the FT and folds up to a 90° position for storage and use, as well as 60°, 45°, 30°, and flat. It can be used for FT and dumbbell work or other exercises in which an adjustable bench is needed.

KEISER

STRETCH CORNER

EVERYONE NEEDS TO STRETCH

STRETCH CORNER Model 6051

Flexibility is all important to our physical and mental health, but few people stretch. Why? First, most people don't know how or what to do. Second, they don't like lying on the floor in a busy health club. The Stretch Corner takes care of both of these reasons. It provides a guide on what to do and all stretches are done from a seated or standing position. With a footprint of less than 32 sq. ft (2.97 sq. meters), it guides you through 14 different stretches and accommodates up to three people at once. It would be hard to do more in the same space.

HEIGHT: 80" / 2032 mm
WIDTH: 72" / 1829 mm
DEPTH: 54" / 1372 mm
WEIGHT: 185 lbs / 84 kg

KEISER

KEISER

FORCE MACHINE

BETTER KNOWN TO FIREFIGHTERS AS “THE KEISER” FORCE MACHINE Model 6070

The Keiser FORCE Machine was originally designed for the Firefighter Combat Challenge® to simulate the chopping motion used in firefighting. It employs the same kinetics and ergonomics as those used with an axe, with the benefit of a safer and resource-free training and conditioning exercise. It is an efficient and durable means of training and testing emergency services personnel who use axes and sledgehammers in their occupations.

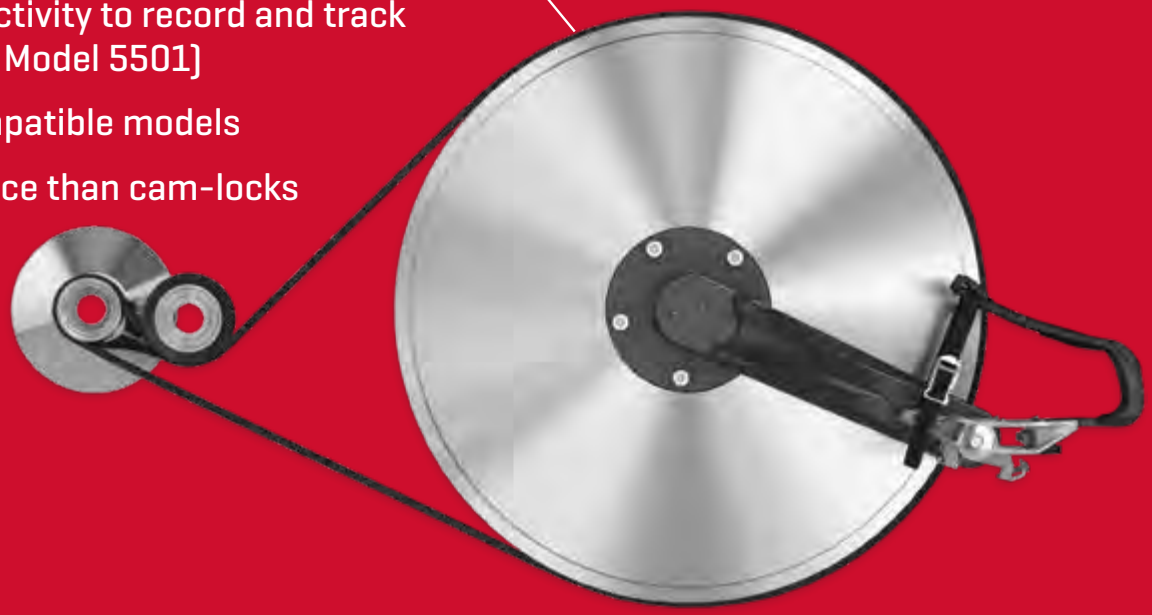
HEIGHT: 11” / 280 mm
WIDTH: 37” / 940 mm
LENGTH: 96” / 2439 mm
PLATFORM HEIGHT: 9” / 229 mm
TOTAL WEIGHT: 346 lbs / 157 kg
STRIKING BLOCK WEIGHT: 151 lbs / 69 kg
SLEDGEHAMMER WEIGHT: 9 lbs / 4.1 kg

KEISER CARDIO MACHINES

KEISER

ALL KEISER CARDIO MACHINES FEATURE:

- Magnetic Resistance for a smooth and quiet workout
- Infinite incremental resistance changes
- Transport wheels for ease of transport
- Intuitive, simple to read console displaying Cadence, Power, Kcals, Heart Rate, Ride Time, Odometer, Trip Distance, and Gear, all on one screen
- High visibility, backlit console that automatically turns on and stays on when the light level is low
- Self-tensioning, zero maintenance Poly-V Belt Drive for low maintenance and reliability
- Keiser Integrated Technology using Bluetooth® connectivity to record and track progress using our M Series apps (not available on M3 Model 5501)
- Heart Rate Strap compatibility. Contact Keiser for compatible models
- Robust adjustment knobs that require less maintenance than cam-locks
- Custom paint colors at additional cost



KEISER CARDIO MACHINES

"SIMPLICITY IS THE ULTIMATE SOPHISTICATION"

- LEONARDO DA VINCI

KEISER

THE M3I IS THE FIRST INDOOR BIKE TO RECEIVE THE GLOBALLY RECOGNIZED EN957-10 CERTIFICATION FOR ACCURACY AND SAFETY

In 1996, Keiser set out to create a bike that would exceed the demands of Indoor Group Cycling Classes. Our first two generations of bikes were a humbling experience, but thanks to the lessons we learned, our M3 Indoor Group Cycling Bike not only exceeded expectations, but changed Indoor Cycling Bikes forever.

Some of our firsts in an Indoor Group Cycling Bike include:

- First to put the resistance control on the handlebars for safer resistance adjustment (1st Generation Bike)
- The first V-shaped frame to match riders of all sizes (1st Generation Bike)
- The first rear-flywheel design for better protection from sweat and corrosion (2nd Generation Bike)
- The first use of an aluminum Flywheel (M3)
- The first use of magnetic resistance, delivering a quiet and reliable ride (M3)
- The first to use a self-tensioning, zero maintenance Poly-V Drive Belt (M3)
- The first to display Power (M3)
- The first (and still only) bikes built in the United States

All our M Series Cardio Products are made in America. We honed our manufacturing skills to keep our jobs and technology at home and to give you the finest in American-made quality and service.

With nearly 300,000 of our M Series Bikes sold worldwide, there's simply no other Group Exercise Bike that's more proven.

DESIGNED AROUND YOU

You the user: *Your experience is crucial in our design. The bike had to be quiet, smooth, with just the right amount of kinetic energy to simulate the same feel you would experience on a road bike. Displaying Power was essential and all information had to be immediate and accurate on a simple to read console. And last, but not least, a comfortable ride.*

You the gym owner: *Group Exercise Classes are a destination point in your club; they're not like the cardio floor. If a bike breaks down on the cardio floor, you just go to the next one. If a bike breaks down in your Group Cycling Class and 30 people are showing up to ride 30 bikes, you've got one very unhappy member. This and building a bike that people like to ride is why we built the M3.*

You the service technician: *Simplicity in design, good sweat management and corrosion protection, easy to clean, easy access to all parts, and proven reliability. This was done for you.*

Visit keiser.com/m3i to view the M3i video and download a copy of the M3i brochure

Engineered beyond consumer standards for Group Cycling Classes, our SPD-compatible M Series bike pedal is a game changer, providing superior comfort, safety, and durability. ***See how we reimagined our bike pedal at keiser.com/pedal***

Rider. Owner. Technician. Our M3i Bike was designed around YOU. ***Learn more about the industry's leading indoor group cycling bike at keiser.com/m3i***

KEISER CARDIO

M SERIES

The M3i is the first indoor bike to receive the globally recognized EN957-10 certification for accuracy and safety.

THE BIKE THAT KEEPS RAISING THE BAR

M3i INDOOR BIKE Model 5506

The M3i is the culmination of over a decade of refinement of the M3 and hundreds of changes, from mastering the flow of sweat around the bike and better corrosion resistance, to a power meter so accurate that it was the first Indoor Cycling Bike to pass the EN957-10 European Standard for accuracy and safety. But we didn't stop there. It wasn't good enough to have just one sample bike pass the test, we implemented a quality control and testing program to ensure that every bike we produce will pass the test. The M3i continues to raise the bar with the introduction of Keiser Integrated Technology and its ability to transmit to multiple Bluetooth® devices at once; transmitting your workout data to your cell phone or tablet at the same time it is sending the information to the class projection system and any other Bluetooth® device you want. With the heritage of the M3 and over 300,000 M3 and M3i bikes sold worldwide, it is the most proven and reliable bike on the market. But don't take our word for it. Ask our customers, please. To learn more about Keiser Integrated Technology, go to page 66.

HEIGHT: 49" / 1245 mm
WIDTH: 26" / 661 mm
DEPTH: 51" / 1296 mm
WEIGHT: 92 lbs / 42 kg

INCLUDES:

- Four-way Adjustable Seat
- Four-way Adjustable Handlebars
- Water Bottle Holder
- Media Tray
- Stretch Pads

KEISER

BORN BY POPULAR DEMAND
M3i *lite* INDOOR BIKE Model 5502

The popularity of our Integrated Technology, introduced in our M3i Bike, drove us to offer it on one of our lower models. The M3i *lite* features everything you get in our M3 Bike, plus all the benefits of our Integrated Technology. Keiser's M3i *lite* and M3i Bikes are the only group cycling bikes on the market that can transmit to multiple Bluetooth® devices at once.

HEIGHT: 44″ / 1118 mm
WIDTH: 26″ / 661 mm
DEPTH: 51″ / 1296 mm
WEIGHT: 87 lbs / 40 kg

INCLUDES:
- Four-way Adjustable Seat
- Two-way Adjustable Handlebars
- Water Bottle Holder
- Stretch Pads

THE ONE THAT STARTED IT ALL
M3 INDOOR BIKE Model 5501

The M3 Indoor Bike was introduced in 2006 and featured Magnetic Resistance, a Simple Self-Tensioning Poly-V Belt Drive, and a Display that showed the Power you were producing in Watts—all firsts in Indoor Cycling. It raised the bar so high, it took four years for our competition to respond. The M3 of today is also the beneficiary of over a decade of refinements, including the same power accuracy as the M3i. It features a four-way adjustable seat and a two-way adjustable handlebars. The M3 can be purchased without the Display if you so desire. Today, the M3 and its offspring are still the only Group Cycling Bikes built in the United States.

HEIGHT: 44″ / 1118 mm
WIDTH: 26″ / 661 mm
DEPTH: 51″ / 1296 mm
WEIGHT: 87 lbs / 40 kg

INCLUDES:
- Four-way Adjustable Seat
- Two-way Adjustable Handlebars
- Water Bottle Holder
- Stretch Pads

WHOLE-BODY TRAINING, OPTIMIZED

M3i TOTAL BODY TRAINER Model 5512

The M3i TBT came about because our athletic customers needed a bike with an upper body component that would hold up to the rigors of athletic performance. We designed a bike built on the sound platform of the proven M3i. The M3i Total Body Trainer is perfect for those seeking a full body workout, allowing them to train upper and lower body at the same time or independently, or even perform single limb rehabilitative movements. Keiser Integrated Technology allows the coach to monitor each athlete's performance while on the bike in real time on a smartphone or tablet and retain the data to monitor progress.

HEIGHT: 54″ / 1372 mm
WIDTH: 29″ / 737 mm
DEPTH: 49″ / 1245 mm
WEIGHT: 112 lbs / 51 kg

INCLUDES:
- Four-way Adjustable Seat
- Water Bottle Holder
- Stretch Pads

THE LATEST STRIDE IN GROUP FITNESS

M5i STRIDER Model 5602

The M5i Strider is an Elliptical Trainer designed specifically for the Indoor Walking Classes that started in Europe and have now become one of the fastest rising trends in the fitness industry today. Combining the popularity of Elliptical Training with the success of group exercise, the M5i Striding Program is fun and effective fitness for everyone. The compact design of the M5i makes it a great alternative to the larger Ellipticals typically found in the cardio area of clubs, especially when space is a factor. Its elegant, compact, quiet design, and commercial quality will provide the home buyer a lifetime of exercise.

HEIGHT: 66″ / 1677 mm
WIDTH: 23″ / 584 mm
DEPTH: 51″ / 1296 mm
WEIGHT: 127 lbs / 58 kg

INCLUDES:
- Water Bottle Holder
- Media Tray
- Loose Items Tray
- Stretch Pads

KEEP MOVING
M7i WHEELCHAIR-ACCESSIBLE TOTAL BODY TRAINER

Model 5200

The development of the M7i began as a compact unit that would fit in hallways of retirement communities for residents in wheelchairs and scooters to roll up to and exercise. From there it grew into a full-blown rehab machine. Using Keiser's magnetic resistance technology, the M7i provides a smooth, quiet, stair climbing motion from a comfortable recumbent position. The foot plate supports the angular position of the foot through the full pedaling stroke. It articulates to minimize the change in ankle flexion as you pedal providing a more comfortable exercise. It also features an upper body resistance system for a low impact full body workout. The optional Foot and Leg Stabilizers and Wrist Straps make the M7i ideal for stroke and other brain and spinal cord injury survivors, as well as cardiac rehab patients.

HEIGHT: 44" / 1118 mm
WIDTH: 28" / 711 mm
DEPTH: 38.5" / 978 mm
WEIGHT: 142 lbs / 65 kg

FEATURES:

- Works with most mobility devices or a standard chair
- A low-impact workout that delivers accurate, measurable results
- Easily transportable and features the smallest footprint in its class
- 7-inch pedal stroke matches the height of actual stairs, allowing users to mimic real-world requirements in daily activity
- Low pedal height, making it easier for users to engage the unit
- Back and side walls on the pedals help keep the user's foot on footpad
- Pedal geometry that limits ankle flexion
- An easy to read display, with large lettering and high contrast, shows the Gear you are in, Kcals burned, Total Steps Climbed, Steps/Minute, Elapsed Time, Watts, METS, and Heart Rate, if using a compatible chest strap
- Keiser Integrated Technology to record and track progress

WHEN YOU BECOME MORE INDEPENDENT
M7i RECUMBENT TOTAL BODY TRAINER

Model 5210

Using Keiser's magnetic resistance technology, the M7i Recumbent Total Body Trainer provides a smooth, quiet, stair climbing motion from a comfortable recumbent position. It features a fully adjustable seat that swivels for easy transfer from a wheelchair and a very low (3"/76mm) step through height between the seat and pedals, making it easier and safer to enter and get into position. The foot plate supports the angular position of the foot through the full pedaling stroke. It articulates to minimize the change in ankle flexion as you pedal, providing a more comfortable exercise. It also features an upper body resistance system for a low impact full body workout. The optional Foot and Leg Stabilizers and Wrist Straps make the M7i ideal for stroke and other brain and spinal cord injury survivors, as well as cardiac rehab patients.

HEIGHT: 44" / 1118 mm
WIDTH: 28" / 711 mm
DEPTH: 76" / 1931 mm
WEIGHT: 200 lbs / 91 kg

FEATURES:

- Dependent upper and lower cranks to enable passive assistance
- A low-impact workout that delivers accurate, measurable results
- Easily transportable and features the smallest footprint in its class
- 7-inch pedal stroke matches the height of actual stairs, allowing users to mimic real-world movement for daily activities
- Low pedal height, making it easier for user to engage the unit
- Back and side walls on the pedals to keep user's foot on footpad
- Pedals that limit ankle flexion
- Fully adjustable seat that swivels for easy transfer from a wheelchair
- An easy to read display, with large lettering and high contrast, shows the Gear you are in, Kcals burned, Total Steps Climbed, Steps/Minute, Elapsed Time, Watts, METS, and Heart Rate, if using a compatible chest strap
- Keiser Integrated Technology to record and track progress

M SERIES ACCESSORIES

M3, M3i *lite* & M3i ACCESSORY
DUMBBELL HOLDER
Model 550878
(Dumbbells not included)

M3 & M3i *lite* ACCESSORY
MEDIA TRAY
Model 555106

M7i ADAPTABILITY KIT
Model 520800

INCLUDES:

- Leg Stabilizers to keep the knee/s in proper alignment during exercise
- Wrist Straps to assist in maintaining a grip on the handles during exercise

Both the Leg Stabilizers and Wrist Straps are beneficial in working with stroke and other brain and spinal cord injury survivors.


KEISER
KEISER
KEISER

KEISER

INTEGRATED TECHNOLOGY

A BRIEF HISTORY ON POWER

When we introduced Power on our M3 Bike in 2006, TÜV would not certify it because Power was only to be displayed on medical devices. We convinced them that Power would be an integral part of group cycling in the future, and that they needed to include it in their certification. TÜV rewrote their rules to include Power, and since medical devices were required to be accurate to +/- 5%, they set the accuracy for group cycling bikes at +/-10%. Since our bikes are certified by TÜV for Safety and an Accuracy of +/-10%, we never claim higher accuracies than that and we never will. Our competition claims much higher accuracy, but have yet to have their bikes certified by TÜV, the recognized certifying body in this industry. Talk is cheap. Ask to see their TÜV certification.

We built our bikes, including our display, to be simple. We didn't want buttons that wear out or multiple screens that you have to scroll through to get all of your information. We wanted it all on one screen that automatically lights up when the light level drops and stays on until the light level increases.

Our goal was to keep the built-in display simple for the 90% that like it that way and allow the advanced riders and those more tech savvy to view and track their data on a more advanced display, such as a smartphone or tablet. This is why we went the Bluetooth® route when we introduced our M3i.

As the club owner, this keeps your cost down, the bike simple and more reliable, 90% of your members happy with an easy to read and understand display and the other 10% happy because they can get apps from Keiser and others to enhance their ride and track their progress.

INTEGRATING TECHNOLOGY

Integrating technology begins with being able to connect with multiple devices. Keiser is the only company that can transmit to multiple Bluetooth® devices simultaneously. Our Bluetooth® enabled products are able to transmit to a group class projection system at the same time they are syncing data to riders' smartphones and/or tablets.

M SERIES APP

The M Series app extends the capabilities of the M Series computer so riders can train using Power, Cadence, Functional Threshold Power (FTP) percentages, and Power to Weight ratios. Ride at your own pace using the free ride mode, or follow along with a guided session developed by Keiser Master Trainers. Once finished, workouts are available to review in the app and online, and workout data can be automatically synced to other platforms such as Strava and Training Peaks.

All Apps Available for Apple® and Android™ devices.

Download on the App Store

GET IT ON Google Play

KEISER GROUP APPS TAKE INDOOR GROUP CYCLING TO THE NEXT LEVEL

Designed in conjunction with our leading Keiser trainers, and offered for free through app stores, the Keiser M Series Group and Keiser M Series Instructor apps leverage the M Series computer's exclusive multi-connection capability to allow large groups of riders to be monitored from any smartphone, tablet, or computer.

M SERIES GROUP APP

Empowers cycling class instructors by giving real-time data from every bike in the room in a format designed to be projected on a large screen for the whole class. Instructors benefit from seeing rider performance data directly in front of them, with an easy-to-use interface and powerful features. Riders get an engaging experience thanks to individual and team competitions using individualized FTP zones to make the class challenging for everyone.

M SERIES INSTRUCTOR APP

Allows instructors, coaches, and trainers to see live performance data from a group of M Series machines on their phone or tablet. Great for monitoring a group from a distance or coaching individuals to their peak performance.

KEISER DEVELOPER ZONE

Keiser's open API allows you to tailor your own apps and projection system to meet the needs of your clientele. In-depth documentation, open-source libraries, and code examples are available for your developers through the Keiser Developer Zone website, allowing you the ability to build technology to target and engage your users in a way no off-the-shelf software can. Start your project today at **dev.keiser.com**.

Team Challenge

Cadence Dials

KEISER

INTEGRATED TECHNOLOGY

BEYOND KEISER

Screen shown: BKool

USE YOUR PHONE, TABLET, OR COMPUTER TO ACCESS VIRTUALLY ANY TRAINING APP OR VIDEO

Keiser has taken an open architecture approach to provide you with a vast source of material to enhance your riding experience on our Bluetooth® enabled M Series products. There is more content out there than any single manufacturer can produce, and we want you to be able to take full advantage of it.

iPad not included. Screen shown: BKool

Screen shown: ImPowered

Screen shown: Spivi

COMPATIBLE WITH ALL MAJOR PROJECTION SYSTEMS

As the industry's FIRST company-designed projection system, Keiser eliminates any need for gym owners to work with separate bike and projection suppliers. But in true Keiser fashion, the M Series Receiver is also compatible with all major projection system providers, giving gym owners a wide array of options.

SPiVi® ACTIVIO® impowered

CYCLO BEAT FITMETRIX HEART ZONES

iOniter MYZONE Performance IQ

KEISER POWERED™

EDUCATION, COACHING, AND TRAINING TO PROVIDE YOU WITH THE TOOLS YOU NEED

KEISER

TEACHING THEM THAT 'GOOD ENOUGH' ISN'T

Keiser PowerED for cardio gives you the skills, tools, and techniques you need to take your cardio classes to the next level. Our research-based educational courses, developed by Keiser's world-renowned cardio Master Trainers, will help you lead group cycling sessions that are more effective and more fun.

GET KEISER EDUCATION ONLINE

Our online courses, available at **education.keiser.com/store**, give you the same in-depth information as our in-person classes — but at your convenience.

YOU'LL LEARN:

- The basics of Keiser bikes, including how to set up new riders, adjust the resistance system, and understand the metrics
- How to plan and lead effective, high-energy workouts
- Some of the most popular Keiser cardio class formats and drills

Find additional educational content at
youtube.com/keiserfitness

READY TO TAKE THE FIRST STEP?

Our cardio **Foundations** class — available as an online correspondence course and periodically offered at leading health clubs as an 8-hour, in-person course — teaches you the essentials of training on Keiser, and is a requirement for our more advanced courses.

KEISER POWERED™
EDUCATION | COACHING | TRAINING

Learn more about Keiser's training programs and workshop options at
keiser.com/education

KEISER

AIR SYSTEMS

SMALL COMPRESSOR

Models 1021 and 1022

Quiet and compact, the Small Compressor is designed to be placed in the exercise area without being conspicuous. It features a dryer unit that supplies clean, dry air for up to eight Keiser machines.

HEIGHT: 16″ / 407 mm
WIDTH: 26″ / 661 mm
DEPTH: 14″ / 356 mm
WEIGHT: 82 lbs / 37 kg
VOLTAGE: 115V 60HZ (Model 1021)
230V 50HZ (Model 1022)

LARGE COMPRESSOR

Models 1030 and 1031

Designed to work behind the scenes away from the exercise area and engineered for durability, the Large Compressor features an intelligent redundant system with two computer-controlled motor/compressors for reliability and a dryer that assures clean, dry air for up to 18 Keiser machines.

HEIGHT: 25″ / 635 mm
WIDTH: 41″ / 1042 mm
DEPTH: 20″ / 508 mm
WEIGHT: 151 lbs / 69 kg
VOLTAGE: 115V 60HZ (Model 1030)
230V 50HZ (Model 1031)

KEISER

Customized Keiser equipment for Wake Forest Olympic Sports facility.

KEISER

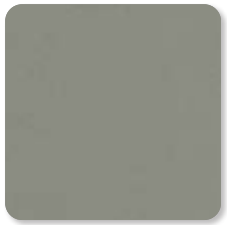
UPHOLSTERY & PAINT

Keiser offers a wide variety of color customization options to suit your facility needs or personal tastes. The color options shown here are our standard upholstery colors and come at no extra cost. Additional upholstery colors are available at an additional cost.

A range of paint colors other than our standard Raven Black are also available at an additional cost. Please contact us for more information. Note that additional lead time is required for most custom orders.

Example of a custom paint and upholstery order.

STA 23 Cardinal
951636



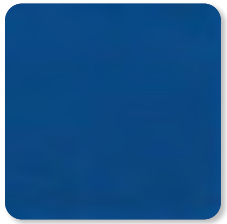
STA 12 Silver Ash
951630

STA 11 White*
951624

STA 18 Raspberry
951627

STA 14 Peacock
951631

STA 21 Madder Brown
951625



STA 19 Coastal Blue
951634

STA 15 Wine
951628

STA 13 Emerald
951629

STA 22 Black
951635

STA 20 Navy
951626

STA 17 Black Cherry
951633

STA 16 Dark Teal
951632

*Surcharges apply for white upholstery due to the additional care and handling necessary during equipment production.

WHY KEISER FOR...

SPORTS PERFORMANCE

IMPROVE HUMAN PERFORMANCE AND DO IT SAFER

Train fast. Train strong. Train powerful. On Keiser Dynamic Variable Resistance, explosive movements can be practiced at the speed of competition, conditioning the muscles — and the brain — to fire faster and more effectively. With the steady, easily controlled resistance delivered by Keiser, the muscles and brain remain active and engaged throughout the entire range of motion. And, since there's no shock-loading, the risk of injury to your athletes is greatly reduced. Discover why more than 80% of the world's top professional teams train on Keiser.

HEALTH CLUBS

MAKE EVERY PROSPECT A MEMBER — EVERY MEMBER A SUCCESS STORY

To do this, you have to be able to address the needs of each prospect and member. With the baby boomers in their 50s, 60s, and 70s and their children in their 20s, 30s, and 40s, you are challenged with meeting the needs of a very diverse membership. Our Dynamic Variable Resistance equipment is the first choice for elite level athletes, because it gets results at the highest levels of performance and does it safer. That is exactly the same reason it is the first choice for use in older adult research and communities. It should be your choice as well. Its versatility will appeal to anyone walking into your club and will challenge your members for a lifetime.

There's no question our Group Cycling Bikes have earned a well-deserved reputation for their technology and reliability. Keiser Integrated Technology continues to raise the bar on the M3i. With over 300,000 M3 and M3i bikes sold worldwide, it is the most proven and reliable bike on the market.

OLDER ADULT

PROVEN MACHINES THEY'LL ACTUALLY USE

The key to slowing strength, speed and bone loss and maintaining independence and quality of life as we age is exercise. However, for active seniors — and those who want to be — to stick with an exercise program, they need to be comfortable with it, look forward to it, and know it works! Keiser Dynamic Variable Resistance is biomechanically correct, intuitive, and provides perfectly smooth resistance at any speed. Its innovative design minimizes injury risk, maximizes results, and facilitates adaptability in 1-lb increments for every level of functional ability — from frail to fit. It is — and has been — the equipment of choice for researchers dedicated to understanding the needs of older adults since 1988. Keiser is committed to translating scientifically proven research into programs that help older adults regain and maintain their strength, power, and pain-free range of motion.

MEDICAL REHAB

THE SAFEST, MOST VERSATILE REHAB TOOLS

In this day of capped reimbursement and penalties for a patient returning to the hospital for the same problem, it's imperative to get maximum results in the shortest possible time and know, quantitatively, that the patient is ready to discharge. Keiser Dynamic Variable Resistance and Keiser Integrated Technology do exactly that. By making resistance heavier where the patient is stronger and lighter where the patient is weaker — or where the joint and connective tissue are compromised — we can maximize the load on the affected area and do it safer. The minimal mass of our resistance system eliminates shock load, allowing for the use of greater resistance and the introduction of speed and Central Nervous System rehab earlier in the rehab process. Keiser Integrated Technology tracks your patient's progress and assists you in knowing when you have achieved the restoration of patient normal.

GOVERNMENT AGENCIES

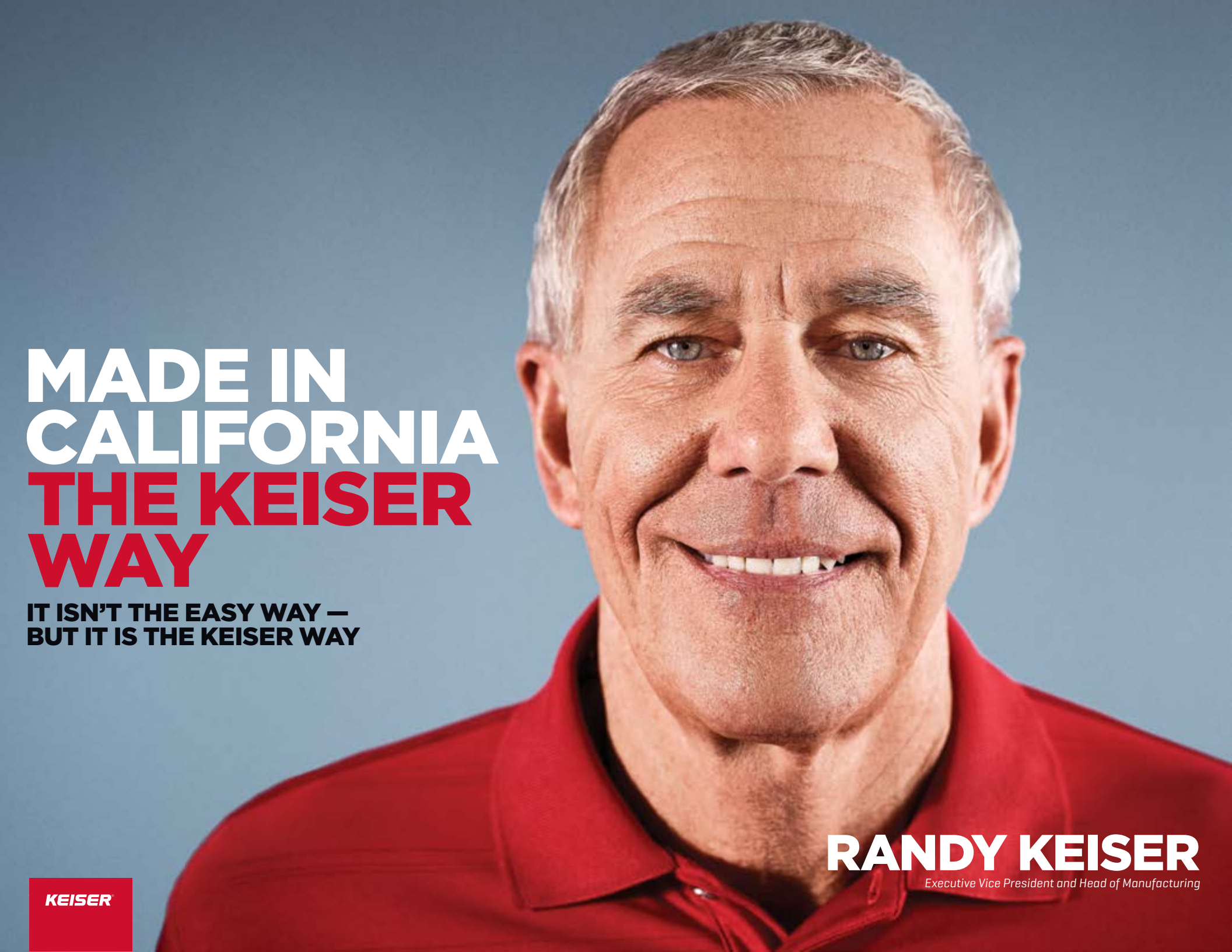
PEAK PERFORMANCE FOR HIGH PERFORMANCE PROFESSIONALS

When it comes to performance, the pros go Keiser because it gets results at the highest level of performance. Those who risk their lives protecting others know the high cost of an injury. For military personnel and first responders, the cost could be their lives. The weapon of choice for preparation has to be one that prepares you in a way that reduces your risk of injury on the job and in the gym. The abuse your joints and connective tissue take on the job can't be exacerbated in your training. Building your strength at the speed of the job keeps you quick and — hopefully — out of harm's way.

HOSPITALITY INDUSTRY

LONG-LASTING, LOW MAINTENANCE, AND QUIET

Most hospitality fitness centers focus heavily on cardio and throw in a few dumbbells. Keiser's M Series Cardio Machines are ideal for hospitality because they are space efficient, low maintenance, and have been tested under the rigors of Group Exercise classes. Hospitality can no longer ignore the strength side of fitness. Our Leg Press, Seated Chest Press, and Upper Back are the bare essentials in covering the major muscles of the body. Our resistance system makes these machines quiet, compact, and safer than iron resistance machines, with no clanking weights to disturb guests adjacent to the fitness center. The versatility of Keiser meets the needs of any guest looking for a good workout while on the road.


MADE IN CALIFORNIA
THE KEISER WAY
IT ISN'T THE EASY WAY —
BUT IT IS THE KEISER WAY
RANDY KEISER
Executive Vice President and Head of Manufacturing
KEISER

WHILE OUR COMPETITORS HAVE GIVEN UP THEIR MANUFACTURING SKILLS, WE'VE HONED OURS, AND WE'RE GETTING BETTER EVERY DAY

We believe every bike we make should be the best bike we make. That's why, each day of production, we pull a random M3i off the assembly line and give it a full, six-hour dynamometer test — verifying that we're still meeting the specifications of our industry-first TÜV EN957-10 certification for accuracy and safety.

At Keiser, we don't just design our machines to be better, we build them to be better. We put them together with our own hands, in our own factory here in California, under the leadership of my brother Randy, Executive Vice President and Head of Manufacturing.

I tell people: My job's easy; I only have to design the machine once. Randy has to build it day after day to the high standards we set many years ago, and do it with a team of people that have to believe in Keiser, its mission, and each other to succeed.

WHAT RANDY AND HIS TEAM DO ISN'T EASY

But Keiser has never taken the easy path. If we had, we wouldn't have built the world's first pneumatic resistance strength line, or the first magnetic resistance Group Cycling Bikes. Nor would we be building all of our products in America today.

Even after all of our competitors chose to outsource the manufacturing of their indoor cycling bikes to Asia, Randy and I chose to make our entire M Series cardio line at home, in California — just like we did with our first two generations of indoor cycling bikes, and as we have always done with our strength equipment. Half of our manufacturing team members have a job because of that one decision.

WE ENCOURAGE EACH TEAM MEMBER TO HAVE HIGH EXPECTATIONS OF THEMSELVES AND OUR PRODUCTS

Anybody on the manufacturing team, no matter who they are or what their job is, has the authority to stop production if they think any product being shipped doesn't live up to Keiser's standard of excellence. Recently, we had a batch of 40 Functional Trainers that had sailed through all our quality control tests in production. Then one of our people in QC noticed a tiny variance from how the machines usually felt. It wasn't something that would show up on a test — or even something a customer would ever notice — but it was different. It turned out that the rope we use for the cable had little bumps that could be felt as they rolled over the pulleys when you were pulling on the handle. That was all it took. The team didn't ask for my permission; they didn't even ask for Randy's. They just went ahead and changed the rope in all 40 machines. One of the biggest challenges we have is getting our suppliers to live up to the standards we set for ourselves.

OUR SLOGAN "BECAUSE...'GOOD ENOUGH' ISN'T" IS MORE ABOUT PUTTING PRESSURE ON US AS INDIVIDUALS AND AS A COMPANY THAN IT IS ABOUT MARKETING

I rest assured knowing Randy and his team follow these few words and bring our designs to life with unsurpassed quality.

KEISER DEMO VANS

WE'LL BRING THE POWER OF KEISER TO YOU

KEISER®

DEMO THE KEISER SYSTEM RIGHT AT YOUR FACILITY

This is how we roll. With the Keiser Demo Van, you and your team can try out the Keiser system in just one hour — right at your own facility. Request a visit from a Keiser Sales Rep today and learn everything that our Demo Vans offer by visiting **keiser.com/demo.**


ARE YOU
READY TO
TAKE HUMAN
PERFORMANCE
TO A HIGHER
LEVEL?
KEISER

BECAUSE...
'GOOD ENOUGH' ISN'T.™

At Keiser, we're constantly innovating to reach the next level of human performance. We're never satisfied with the status quo. Even if it's our status quo.

Because... Strong can be stronger. Fast can be faster.
Power can be more powerful. Because science is on our side.
Because... 'Good Enough' Isn't.

Vice President

President

ARE YOU READY?

Contact a Keiser Representative at **+1 559 256-8000**
Visit us at **keiser.com**.

KEISER®

THE MAN

LESSONS FROM A RELENTLESS ENGINEER

BECAUSE...
'GOOD ENOUGH' ISN'T.™

KEISER®

THE MAN


MY ONLY INTEREST IN THE STATUS QUO IS TO CHALLENGE IT
KEISER

There are those who are satisfied with the status quo, the conventional view, the path of least resistance. They choose to follow rather than take the lead. Their future is predictable and comfortable.

I'm not one of those people. And Keiser is not, and never will be, one of those companies.

Our only interest in the status quo is to challenge it.

Keiser is a company whose ideas and solutions extend far beyond current practice and technology. A company willing to take the risks necessary to improve human performance at all levels. A company so committed to keeping its jobs and technology at home that it continually hones its manufacturing skills to compete with, rather than succumb to, foreign manufacturing.

To effect change, one must be willing to make the sacrifice to do so. It takes passion and commitment from everyone in a company to stay the course when all around are doubting you. Keiser is a company that believes everything can be improved — even the improvements — which means there is no finish line. Never being satisfied and the constant desire to improve everything and everyone have been the heart and soul of Keiser for over 40 years.

Over the next few pages, I hope to share with you some of the principles on which Keiser was founded and the story behind them.

–Dennis Keiser

President

To learn more about Dennis Keiser, watch our video ***Dennis Keiser, Meet the Man Behind the Machines*** *at keiser.com*

LIFE LESSON

I invited my brother, Randy, to work with Jesse and me in the summer of 1976. I told him that if he liked it, he and I would be equal shareholders. It turned out he did — and we are.*

1. *Dennis and Randy testing their new Arm Curl machine, 1979.*
2. *Randy and Jesse assembling the first Leg Extension machines, 1978.*
3. *Jin Hisa, Fitness Apollo, Japan (our first distributor), and Dennis, 1980.*
4. *Randy and Dennis discussing the testing of the pneumatic cylinders, 1980.*
5. *Dennis and Randy with their parents, 1968.*
6. *Randy in the office, 1977.*

THE KEISERS: FAMILY VALUES AT WORK

First and foremost, Keiser is a family company.

The values we learned growing up on the farm run through our company. We are conservative by nature. We're calculating about the money we spend and we don't spend it unless we have it because, growing up on a farm, you never knew what the next year would bring. We believe in Fairness, Hard Work and the Golden Rule.

Growing up, my brother Randy and I took care of all the equipment on our farm. Worked on the tractors. Built our own cars. Our dad encouraged us, gave us every bit of knowledge he had. Randy and I both went on to get degrees in Mechanical Engineering, but it was farming with our dad that gave us our foundation.

There's a certain mentality that farm families have. You're at the mercy of so many external forces — weather, pests, the markets — that you've got no choice but to work together. No choice but to depend on one another. That's how it was for my dad and his brother, and that's how it is for Randy and me today. We share a love of making things, a dedication to work and a sense of integrity. But most of all we share a commitment to each other and our family, both personally and professionally.

To this day, Randy and I still work closely together, even vacation together. For over 40 years, we've always bid each other good night before leaving work. It's not something that was ever planned, it's just something that has always been. And now we each have a son in the business, so the Keiser family tradition continues.

**Jesse Maningo — I hired Jesse in December of 1975, to help me in my consulting engineering business, which is how Keiser started. Jesse and I soon became best friends and he has been a valuable part of our Engineering Department, and Keiser in general, for over 42 years. He retired on September 14, 2018, a heartbreaking day for me, but a new beginning for him and his wife, Bonnie, to enjoy the fruits of their labor for the rest of their lives.*

2

3

5

6

When you're faced with a monumental task, the key to getting through it is breaking it down into smaller elements and tackling them one by one. I take life's challenges "one puncture vine at a time."

TAKE IT ONE PUNCTURE VINE AT A TIME

When I was 12 years old, my dad took our foreman and me out to the back 40 acres.

There was a railroad track that ran through our property, with 40 acres of grapes on the other side. Between the grapes and the railroad track, there was a strip about 25 feet wide, loaded with puncture vines, some call "goat heads." They have the stickers that flatten bicycle tires.

My dad wanted us to cut all of these vines. That 25-foot width was half a mile long. To a 12-year-old boy with just a shovel in hand, it was overwhelming. It looked like an impossible task. I realized then that focusing on that half mile was only going to demoralize me. The only way I was going to get through this was to put my head down and focus on taking out one puncture vine with every swing of the shovel. I never looked up again; not at the quarter mile, or even the eighth mile. I knew that if I just focused on taking out the next puncture vine, I would eventually run out of puncture vines and I would be done.

Most people close to me know this story, so when things get overwhelming, we remind each other to take it "one puncture vine at a time." I have managed my life by this one little lesson.

SNAPSHOT

WHAT I LEARNED ON THE FARM

I've spent my working life as an engineer, but I was born and raised as a farmer.

First and most important, it instilled in me a solid work ethic. My dad put me to work as a young boy, and I never stopped.

Second, it taught me that there are no guarantees in life. Just because you work hard or just because you risk it all doesn't guarantee success. Mother Nature can take away a year's worth of hard work in a freak hail storm or hard freeze.

Third, it taught me that when some-thing bad happens, you suck it up and carry on. There's no giving up or blaming someone else.

Fourth, it taught me to overcome my fears. Whether it was driving a tractor at the age of eight when my foot could barely reach the clutch, or driving trucks at fourteen and semis at sixteen — it was all terrifying at first. But it was only a matter of time before it became second nature — and when it did, my confidence soared.

Weather permitting, I ride to and from work 3 times per week, 100 miles total. I do it because I have to keep pushing myself. It's too easy to find an excuse not to ride.

PUSH YOUR LIMITS

I don't think you should ever limit yourself or your potential.

At the start of my junior year of high school, my electronics teacher pointed to two worn-out pinball machines and asked me if I could turn them into a digital scoreboard timer for the track team. I had no idea how to do this — but he knew I liked a challenge.

Over the next few months, I took these machines apart, learned how they worked, and began the task of figuring out how I can make numbers light up to create a digital scoreboard. I'd get to school early to design my circuits on the blackboard. I had to modify every relay to meet my needs, design and make 87 lights, build a housing, and then put it all together. By track season it was ready. It worked so well that the school used it for several years after I graduated. Most important, I learned a lot making it.

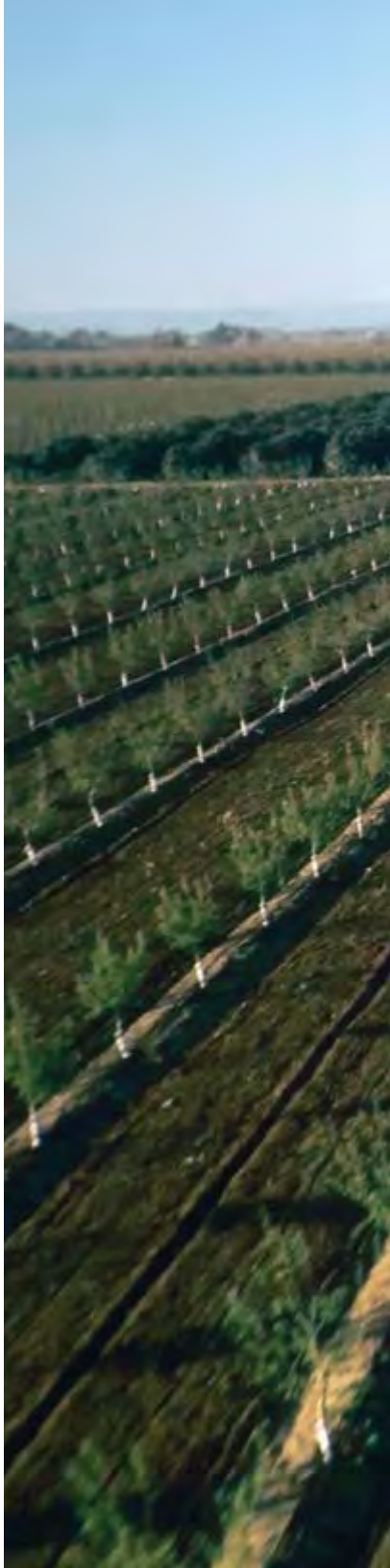
Years later, when we decided to produce our first pneumatic machines, failure never crossed my mind. Problems and challenges, yes; failure, no. We had to redesign every pneumatic component we used. The off-the-shelf industrial components wouldn't hold up. Had we not been engineers, we would have never made it. We knew we had science on our side, so we persevered.

When we decided to get into the indoor cycling business, we were just cocky enough to think we could do it better than anyone else. As engineers, we just made sure we did. After 10 years of making many of the same mistakes our competitors were making, we decided it was time for a change, and what a change it was. The M3 raised the bar like never before with its unprecedented magnetic resistance, power meter, and reliability.

We've always designed and built our own products. It never crossed our minds to have someone else build our designs, but when I started designing the M3, our competitors were taking advantage of the lower manufacturing cost in Asia. We had to make a decision. Do we follow suit, or do we build it ourselves? We had to weigh lower cost and competitiveness against keeping our jobs and technology at home. We couldn't send our jobs and technology to Asia, and we couldn't turn down a chance to benchmark ourselves against low cost Chinese manufacturing. So, we designed the M3 to be built at home, leaned out our manufacturing, and honed our manufacturing skills to compete with the Chinese. It has not been easy, but while our competitors are losing their manufacturing skills, we're perfecting ours.

I've never been satisfied unless I was pushing the limits. I try to instill this in every member of our team. It is our company culture to never be satisfied. We live to make a difference in this world, and you can't do that if you are satisfied with the status quo.

LEARN MORE ABOUT OUR KEISER M SERIES CARDIO MACHINES STARTING ON PAGE 56 OF ***THE MACHINE***



SNAPSHOT

THE BIGGER THE GOAL THE MORE DETERMINATION YOU NEED

My folks gave me a Heathkit short-wave radio when I was 13. This was a box of electronic parts with instructions on how to build the radio. I had to solder every electronic component and wire to the circuit boards and other components and completely assemble all of the hardware. It took days, weeks, even months to build some of these kits. Over the next eight years, I built over 20 kits, including two television sets. My mom would get mad at me because I wouldn't come to dinner. All I wanted to do was finish it so I could see it work. Building these kits taught me that the greater the goal, the more patience, discipline, and determination you have to have to accomplish it, especially when it didn't work the first time you turned it on.

WE ARE THE SUM TOTAL OF OUR EXPERIENCES

I don't judge a person by whether they win or lose, but how they act when they win or lose.

I'm the oldest of three children. If any child is going to be subjected to every possible thing a parent can think of, it will be the first born. And so it was for me. I took acrobatics, tap dancing, baton twirling, judo, piano, drums, and was in Cub Scouts and 4H by the time I entered high school. While I didn't care much for tap dancing, baton, and piano, I have to admit, they taught me a lot about taking instruction, learning a task, and performing in front of an audience. I enjoyed 4H the most. Raising and training two steers from birth and showing them at local and county fairs taught me a lot about responsibility and overcoming my fears.

I ran for senior class president and won against the same person I lost to in the eighth grade. Running for election and losing at the age of 13 is a humbling experience. Everyone in the school knows you lost.

In high school, I was encouraged to go out for sports. I was a decent discus thrower but, unfortunately, the best discus thrower in the valley was on my team. I wasn't very good in football or wrestling and, looking back, I'm glad I wasn't. I learned more not being a gifted athlete. When you're not very good on a team, there's no hiding it. Everyone knows. These experiences taught me humility and how to lose. **To this day, my son says I'm the best loser he knows.**

I'm a firm believer that we are the sum total of all of our experiences, and I wouldn't trade my childhood experiences for anything in the world, even the ones I didn't like. They helped me overcome my fears, learn how to lose, and understand the importance of learning from my losses. And they left me with a love of competition and driving desire to win. I was very fortunate to have been stimulated in so many ways.

DON'T GET STUCK IN THE STATUS QUO

In every field, people have a tendency to hold on to the past and try to drag it into the future.

The only part of the past that I let influence my decisions for the future is my lessons learned. I'm not married to doing things a certain way or using certain tools, nor do I let tradition or past success influence me. I start with a blank sheet of paper and a goal, and every decision I make and everything I do must support achieving that goal.

It is human nature to want to hold onto the past. Whether it is past success, tradition, the only thing you know, your comfort zone, or a love of the tool, method, or process, we all have difficulty letting go.

Unfortunately, so do most engineers. They either don't see beyond the status quo or fear the challenge of disrupting the status quo as too great. They are satisfied with making tiny changes that enable them and everyone else to maintain a sense of comfort with the past.

When I started designing strength training machines for Universal, the status quo was iron weight stacks. The "Goal" for Universal and everyone else was to build a better weight stack machine.

Maybe I was naive, but I thought it was about improving human performance and better health. Isn't that why we work out?

Engineers, coaches, and users couldn't let go of the iron. It was no longer about improving human performance or better health. It was about lifting a mass against gravity. This love of iron, or the inability to think beyond the iron, has set human performance development back 40 years.

Change only comes when we ask the question "WHY?". Why am I doing what I'm doing? And we must be honest with our answer.

At Keiser, we're constantly questioning the status quo. We did it on the strength side when we went from iron weight to pneumatics. Then we did it with our bikes when we moved the flywheel to the back, out of the sweat zone, and again when we went from friction resistance to magnetic resistance.

Don't be blinded by your past success and don't fall in love with your own ideas. **I'm not in love with pneumatic resistance or magnetic resistance.** They're just the best technology at this moment. I'd drop either tomorrow if there was something better. Our mission is to find it.

LEARN MORE ABOUT NEUROMUSCULAR TRAINING WITH KEISER ON PAGE 15 OF ***THE MACHINE***
LEARN MORE ABOUT OUR CARDIO TRAINING WITH MAGNETIC RESISTANCE ON PAGE 59 OF ***THE MACHINE***

My hobby is building high-performance car engines. And my profession is building high-performance human engines.

KEISER

SNAPSHOT

THERE'S ALWAYS A WAY TO MAKE EVERYTHING BETTER

When I hire a new engineer, I prefer to find someone straight out of school. I look for a good kid with a good work ethic and hands-on experience like I had. If I can get them off the farm, all the better.

Growing up on the farm allowed me to stretch my imagination. I built my first motorized vehicle at around age 12. I took the handle off a powered reel lawn mower and used bailing wire to tie the power train and reel to a piece of plywood with a 2X4 and wheels for steering. I only got to drive it once, because my uncle stopped me on my maiden voyage when he saw the reel of the mower spinning right behind my butt while I was driving. That prompted my dad to help me build the next of many vehicles to come. If I thought something would go faster with an engine, I put one on. If it already had an engine, I'd do what I could to make it go faster. I was never satisfied, and I always felt I could make it better.

TACKLE THE HARD STUFF FIRST

It's human nature to start with the easy things first, the things you already know.

The problem is, when you get around to solving the unknowns, the hard things, the solution may not be compatible with what you have already done, and may even drive your product in another direction.

When we designed the M3 bike, we were creating the first ever magnetic resistance indoor group cycling bike. We had a whole range of unknowns, for which we needed answers, like what material to use for the flywheel, how fast to spin it to get the right amount of kinetic energy to simulate riding on the road, how many magnets and how to adjust them, to say nothing about displaying power for the first time on a group cycling bike. The answers to these unknowns would determine how we designed the rest of the bike. **We had to answer these questions first.**

Once we decided on an aluminum flywheel and the speed and number of magnets necessary to give us the perfect balance of kinetic energy and resistance, it was time to design the drivetrain. I wanted a single belt that required no maintenance. After extensive testing, a self-tensioning Poly-V Belt was the perfect choice. **Had we done the easy stuff first or been prejudiced by the past, we would have ended up with a drivetrain designed for an iron flywheel, resulting in having to add iron weight to the aluminum flywheel and using six magnets to get it to work like some of our competitors have done.** It would have been unacceptable for us to spend your money on parts that are not necessary just because we didn't tackle the hard stuff first.

I learned early on the value and satisfaction of a hard day's work.

KEISER

KEEP TESTING YOURSELF

KEEP SWINGING THAT SHOVEL

- DENNIS KEISER

LEARN BY DOING
LEARN BY FAILING

Thomas Edison liked to say that he failed his way to success.

A lot of people are afraid to try something new because they're afraid they'll fail. Engineers are no exception. Most want to spend all of their time on the computer because it is a safe place to be. The moment of truth is when they go out in the shop and build it. No one wants the whole shop to know their design failed. **The trick is creating an environment that encourages failure and where failure is just a step on the path to success.** When we cycle test our designs, we're not just happy they lasted a predetermined amount of time. We test them until they break. We want to know where and how they break.

When an engineer comes to me and says, "I've got this idea. Do you think it will work?" I say, "Build it and let's see." I might know full well it's not going to work as presented, but if I tell them, they'll never see what their idea can or can't do and they won't learn anything. If it fails, they get the opportunity to begin failing their way to success by seeing *why and how* it fails, improving it, testing it again, and repeating the process until it works. Each time they do this, they become a better engineer.

We learn more from our failures than we do from our successes. We have to be willing to fail and we have to be willing to recognize and vocalize our failures to others to really succeed.

There are times when I'll go to our senior machinist in our prototype shop, describe an idea, and say, "Just put this thing together. You can build it faster than I can draw it." Sometimes I'll do it with ideas I think are going to fail, just to see *if and how* they'll fail.

We test all our parts in house until we find their point of failure. Then we make them stronger. And we do it again.

WE TEST AND WE TEST AND WE TEST AGAIN

I think it would be fair to say we do more testing at Keiser than any of our competitors. If we have any doubts at all about something, we test it. Our testing is the single biggest reason we are in business today. If we had had any problems associated with our use of pneumatics in the early days, it would have killed the line. Probably the whole company.

I've seen many products introduced in this industry — with millions of dollars spent on marketing — ultimately fail because the producer never perfected their product.

KEEP YOUR MIND OPEN

One thing I see with successful people is they learn from everything they do, every experience.

By 1977, we had been doing consulting work for Universal Gym for four years, designing their variable resistance weight-stack machines. The purpose of variable resistance is to make the machine apply the right amount of resistance throughout the range of motion. Through the use of a cam, the actual force applied to the lifter during a bench press starts light and gets heavier as you extend your elbows to force your muscles to work at their full potential throughout the range of motion. The problem is it is only accurate at one speed because of the use of iron as a resistance. For Nautilus, the speed was out on two seconds and back on four seconds. For Universal it was out on one second and back on one second. Both companies were guilty of trying to go into the future by holding onto the past.

Variable Resistance is a great concept, but unfortunately it failed when used with iron as its resistance. The question was, what to replace it with. We had a lot of experience with pneumatics working on the farm. I knew we could produce very high forces with very little moving mass (weight). This allowed us to create the Variable Resistance force curve we needed and have that curve remain consistent at any training speed. We built a jury rig to test the concept, and liked what we felt. It certainly had potential, so I applied for a patent in December of 1977, and we produced our first machines seven months later — the **first** strength machines to focus on both the strength and speed components of a movement. For the first time, people could build real-world power by building their strength at real-world speed.

All I did was marry what I learned on the farm with what I learned in school with what I knew about the current state of strength training and where I wanted to take it.

LEARN MORE ABOUT VARIABLE RESISTANCE TRAINING ON PAGE 13 OF ***THE MACHINE***

Don't underestimate the Power of Keiser. A small 2½" diameter cylinder is equivalent to a 500 pound (227 kg) weight stack.

SNAPSHOT

LEARN FROM EVERY EXPERIENCE

I got my Bachelor of Science degree in Mechanical Engineering from Cal Poly, SLO in 1969. I didn't care so much about the degree. I just wanted to learn everything I could, so I'd be able to design and build my own products. I got my degree for my dad.

After six months into my first job, I went to my chief engineer and told him that I hadn't learned anything in the last three months and that I'd be looking for another job. He wanted to keep me, so he began teaching me about patents, which came in handy a few years later.

After nine months, I quit that job and went to work for a consulting engineering company, where I eventually became the Chief Engineer. It was at that point I became suspicious of the misdeeds of the President. It turned out he was stealing from the company, forging orders to borrow money, and, on several occasions, leaving me to tell the employees they wouldn't be paid on pay day. As bad as it was, it was a great experience. I learned everything not to do in business.

YOU HAVE TO LET GO OF THE PAST

Every great innovation seems impossible at first. And then it sets a new standard.

Mankind has resisted change from the beginning of time. Farmers resisted John Deere's steel plow because they thought it would poison the soil. The rubber tractor tire took 10 years to just be accepted enough to become standard equipment on the tractor and the iron wheel the option. Most bet the automobile would never replace the horse and that we would always use the wind to sail the seas. Today, we only use steel plows and rubber tractor tires. The car did replace the horse. Steam and diesel engines — and now electric motors — replaced the wind for sailing the seas. It's called progress.

We have always started with what Mother Nature gives us, but in time we always find a better way. Why would we think improving human performance is any different? We have been doing the same thing for 2500+ years and reached the point of diminishing returns decades ago.

Sixty years ago, Universal Gym sold a multi-station selectorized weight stack machine to nearly every high school and college in the country long before we had digital music, cell phones, video tape recorders, electronic calculators, or personal computers. Today, we have all of these electronic devices and hundreds more in a single package called a mobile phone. So, why are we still selecting weight plates and putting plates on a bar, and lifting slow and heavy? I don't know of anything that has progressed as slowly as human performance. Is lifting a mass against gravity really that macho? Is it more about the lift and maximum strength than about improving human performance, reducing injuries, prolonging careers, and enjoying a better quality of life as we age?

I cut my teeth on iron. I spent five years designing variable resistance weight stack machines. I knew variable resistance and lifting a mass against gravity, whether free weight or weight stacks, like the back of my hand. Unfortunately, I knew it well enough to realize it was holding us back. Could we have gone on to build iron weight machines? Sure, and we would have made some minor improvements to stay ahead of the competition, but nothing that would really take human performance to the next level. We had to let go of the iron.

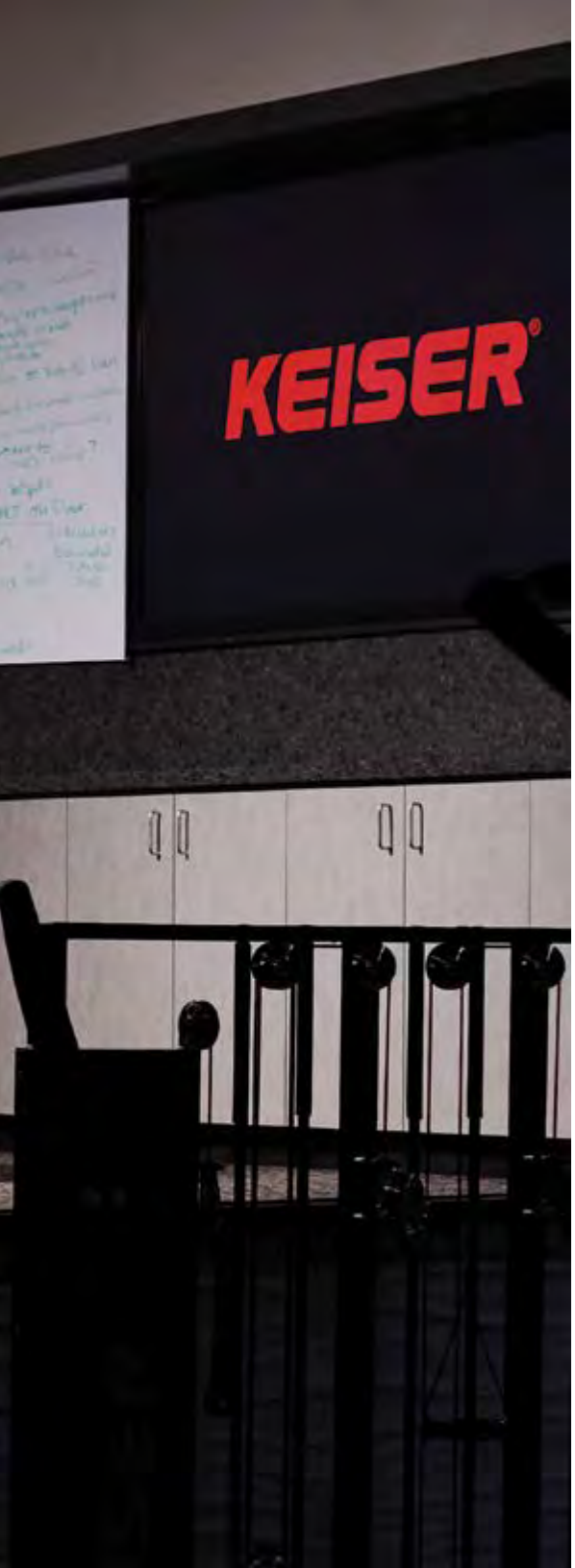
Was it risky? Sure, but I knew we had Sir Isaac Newton and his laws of physics on our side. I believed in myself and Newton. My concern was for Randy and Jesse. I couldn't let them down.

LEARN MORE ABOUT NEUROMUSCULAR TRAINING WITH DYNAMIC VARIABLE RESISTANCE ON PAGE 14 OF ***THE MACHINE***

SNAPSHOT

WE'RE EVOLVING EVERYWHERE EXCEPT OUR INDUSTRY

Today, everything in the photo on the left has been replaced by the smartphone—the original cell phone, a camera that's just a camera, a handheld video recorder, a computer, a calculator, a cassette player, and a videotape. Being efficient means proficiently evolving. It's time for human performance to embrace the endless possibilities of change.



To effect change, one must be willing to make the sacrifice to do so. It takes passion and commitment from everyone around you to stay the course when so many others are doubting you.

PROGRESS IS ALWAYS ACCOMPANIED BY FEAR

This is why progress is so slow.

Every challenge can seem overwhelming until it is broken down to its elements and solved one at a time. Before parachutes, jumping out of airplanes was considered dangerous, even suicidal.

There were a number of life-threatening challenges to overcome before man could safely jump from an airplane. Besides the obvious of hitting the ground going too fast, there were other things to consider, such as the tail of the plane hitting the jumper, turbulence, freezing, and lack of oxygen. These were all elements that threatened success, and are why the door location and altitude are critical. Once they could get the jumper to a safe descent, the challenge was slowing the descent enough to prevent the impact from being his last. Looking at the challenge as a whole, it would be understandable for people to say man will never jump from a plane. Breaking it into its elements and tackling them individually makes it very possible.

Whether it's jumping from a plane or training strength at the speed we play the game, the challenge and process are the same. Not only did each have to face technical challenges, but also overcome acceptance challenges, all of which have to be broken down to their elements and addressed individually. Many thought the task impossible, because they failed to see beyond the current state of technology. Some that thought it possible questioned the need. Both required new technology to achieve success. Both had challenges in the development of the new technology. And both had huge challenges to gain acceptance and for the same reason, fear of the unknown. If one doesn't work, you lose your life. If the other doesn't work, you lose your job as a coach. Both reasonable concerns. And yet, both have made a huge impact on the lives of those that have used them.

Progress is always accompanied by fear. It's what we do in the face of fear that counts.

KEISER

I LOVE THE FIGHT
I LOVE BEING DAVID,
IN DAVID vs GOLIATH

- DENNIS KEISER

LIFE LESSON

COMPANY VALUES

At Keiser, we're both an Engineering and a Manufacturing firm.

We recognize that we are held to a higher standard than many of our competitors by virtue of our past performance. I tell our team members that we created our own problem, but it's a good problem to have. It continues to motivate us.

Since we design and manufacture our own products, we have no one to blame if something is wrong. I like that, because it means we are in total control of the solution, and that solution involves decisions. Just as our personal values form the basis for our personal decisions, our Company Values form the basis for all company decisions. As a company grows, members of the team have to be able to make critical business decisions. To do so, they have to know the Company's Values, which over time become the company culture.

If you call in and talk to our Service Department, they will make all decisions on answering your questions and solving your problem based on three things: our Company Policy, our Company Values, and the Golden Rule. We've all come up against that person that is all about Company Policy. That's where the Company Values and the Golden Rule come in. Our Service Department doesn't have to ask me if they should air freight a part or warranty a particular item if it is out of warranty, or even buy back a product that a customer doesn't like. They make that decision on their own, thanks to our Company Values.

If you really want to know what Keiser is like, wait until you have a problem and see how we respond. It is the best way to judge our company and any other company.

We don't just design our machines to work better, we make them to be better. We put them together with our own hands in our own factory, here in California.

KEISER

SNAPSHOT

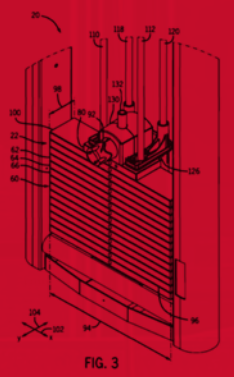


FIG. 3

MY GREATEST CHALLENGE

In the early days of Keiser, I focused entirely on the quality and reliability of our pneumatic products. Little did I realize the real challenge that lay ahead. What I failed to see was the effort it would take to get coaches, athletes, and the general public to accept a whole new form of resistance. Just because I wasn't married to iron didn't mean they weren't. Never did I dream it would be this hard to break up the love affair with iron. It seemed so simple to me: focus on improving human performance and do it safer. Boy, was I naive.

It would take every experience I had in my life, everything my parents prepared me for, my education, my patience, my determination, my love for a challenge, and my driving desire to improve the status quo, to finally remove the iron shackles that have been holding human performance back.

The love affair with iron is beginning to wane as more and more are realizing that iron is just a tool to provide resistance. The more you question what you feel in that resistance, the more you question its value as a resistance to improve human performance. If you do not train your strength at game speed or the speed of life, you will never achieve your true maximum performance. As time goes on, iron as a source of resistance will continue to slide further down the list of importance as a performance tool, just as the horse has as a means of transportation. This doesn't mean that certain lifts, such as the Olympic lifts, won't continue to use iron... at least for a while.


KEISER

BECAUSE... 'GOOD ENOUGH' ISN'T.™

I always feel we can do things better. I'm never satisfied with where we are.

When we set out to come up with a statement that would define Keiser, **I wanted it to put pressure on us as a company**, not just a meaningless marketing slogan, but something that represented our values and culture. I wanted it to resonate in the minds of everyone on our team — including our suppliers — and be a constant reminder of a higher standard.

I wanted it to remind our customers and users that they, too, need to raise their standards to achieve higher levels of human performance and do it safer. We only build the equipment; our customers have to deliver the results. It has to be a team effort.

After a year of getting to know us, our marketing agency presented over twenty ideas and supportive arguments. There were two common traits that stood out in all of the presentations:

1. That we are never satisfied.
2. That we feel we can improve anything.

We narrowed it down to three ideas and presented them to our Management Team. At the end of the first day, all but two favored "Because... 'Good Enough' Isn't." My son, Chad, being one that didn't favor it.

We reconvened the next morning and Chad began by recounting helping his daughter the previous night with her homework. He found himself telling her that what she did wasn't good enough. That she needs to set her goals higher and expect more from herself. With a tear in his eye he said, "This is how my dad and Uncle Randy raised me in this business. This is who we are. This is our culture. This is Keiser."

I don't think there are four better words that capture the very soul of Keiser than "**BECAUSE... 'GOOD ENOUGH' ISN'T.**"