

*LifeFitness*

**HAMMER  
STRENGTH®**



# **University of Alabama – UA25-129 Cardio and Strength Training Equipment**

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Inspiring the world to work out

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# EXECUTIVE OVERVIEW

At The University of Alabama, your students and staff don't just work out — they experience a lifestyle. That's why Life Fitness / Hammer Strength delivers premium, human-first workout solutions designed to match the energy, elegance, and purpose of your clubs.

For over 50 years, Life Fitness / Hammer Strength have shaped the way the world works out. What began with the industry's first electronic exercise bike has grown into a dual powerhouse — bringing together Life Fitness' legacy of movement-inspired innovation with Hammer Strength's elite standard of performance. Today, we are united by a mission to partner with our customers to create the best workout experiences. And we're guided by a bold vision: to be the world's workout partner of choice.

We believe movement is a human right — and a powerful driver of connection and wellbeing. Our equipment is not only engineered to last — it's designed to feel right. Through rigorous biomechanical research, industrial design, and digital integration, we've created cardio and strength solutions that move with the body. Whether in premium clubs, hospitality environments, or residential communities, we build intuitive experiences that are welcoming, aesthetic, and empowering.

Life Fitness / Hammer Strength brands are engineered to endure. From vertically integrated manufacturing and obsessive testing to co-created facility design and fully connected digital solutions, we deliver tools that work as hard as your members. We don't just install equipment — we elevate possibilities, customize details to amplify your brand, energize your members, and future-proof your experience. We don't follow trends; we set them by staying close to what people need and what performance demands. We listen with purpose, build with care, and stay present from the first conversation to long after the install.

We're proud to submit our proposal for The University of Alabama and GovMVMT, which includes:

- Full cardio and strength lines that meet the needs of your diverse and growing exercisers.
- Experienced service and logistics support across key markets
- Warranty options that safeguard your investment
- A dedicated team committed to long-term success

Our approach is grounded in responsibility: to people, to product, and to the planet. Since launching our Corporate Social Responsibility program, we've made every decision with long-term impact in mind. As a recognized MindClick Leader, we're proud to meet rigorous standards for environmental and social health in manufacturing, delivery, and product lifecycle.

Thank you for considering Life Fitness / Hammer Strength. We're excited about the opportunity to support The University of Alabama and help bring your fitness vision to life. Together, let's inspire the world to work out.

# COMPANY INFORMATION

## Life Fitness Global Support Center

9525 Bryn Mawr Ave, Rosemont, IL.

Life Fitness has been in business for over 50 years crafting state-of-the art cardio and strength equipment.

### WEBSITE:

<http://www.lifefitness.com/en-us>



# MANUFACTURING

Owatonna, MN  
Ramsey, MN  
Protokon, Hungary



-  Manufacturing
-  Direct Office
-  Distributor Partner

# FITNESS FOR EVERY BODY

# CUSTOMER SERVICE

## Best-In-Class

When it comes to servicing your investment, we make it effortless. Whether you're troubleshooting an issue or need expert support, our customer service teams are here for keeping your equipment performing at its peak.

Our certified technicians—specializing in Life Fitness / Hammer Strength—are equipped to tackle any challenge, from mechanical fine-tuning to cosmetic touch-ups.

**Reach out to us** and we'll power up your equipment with speed and precision—so you can keep delivering extraordinary workout experiences without missing a beat.

### Service Contact Information:

[customersupport@lifefitness.com](mailto:customersupport@lifefitness.com)

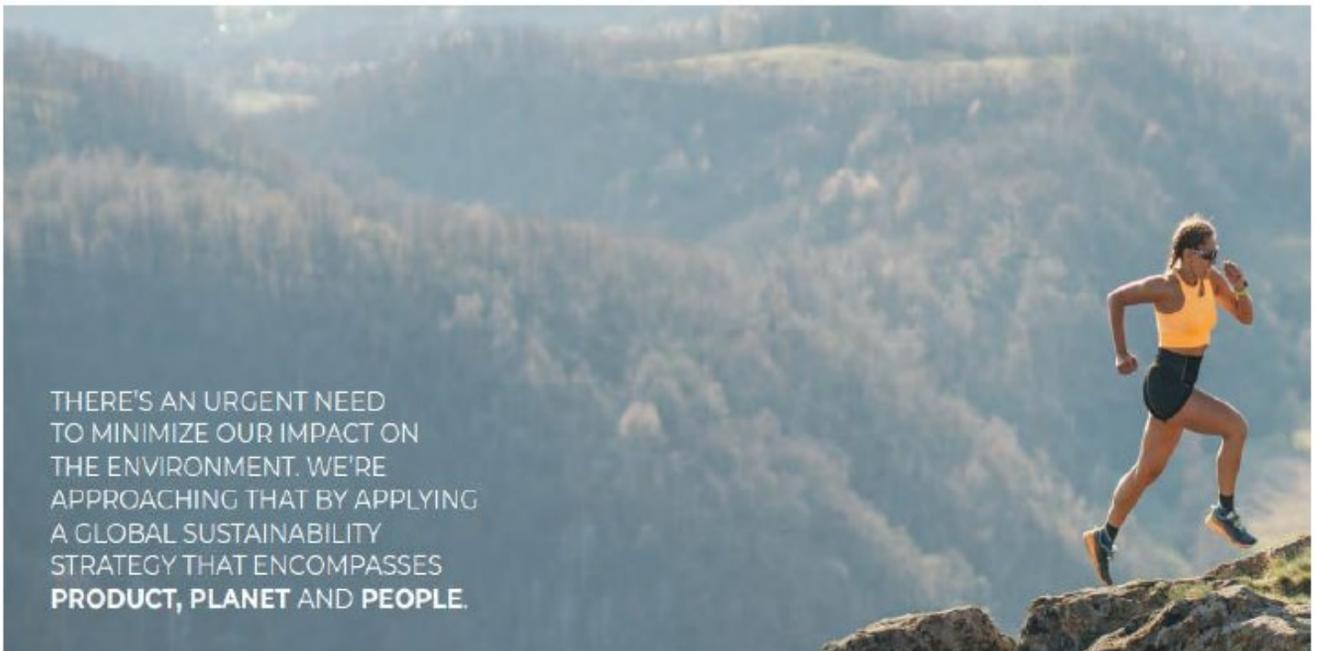
800-351-3737



# CREATING A HEALTHIER PLANET, TOGETHER

Every decision we make is the result of careful consideration of people, planet and product.

In 2020, we adopted our Corporate Social responsibility program that underlines our commitment to co-creating a better future.



## INVESTING IN THE HEALTH OF OUR COMMUNITIES

We are committed to the overall health of the communities where we live. Life Fitness / Hammer Strength adopted a Corporate Social Responsibility program in 2020 to ensure continued, meaningful progress in being a trusted business partner and responsible corporate citizen.



**MINDCLICK**



**CLIMATE NEUTRAL COMPANY**  
Certified by Future Earth

**KPS CAPITAL PARTNERS, LP**

**ecovadis**

*LifeFitness*

HAMMER  
STRENGTH®

# LIFE FITNESS PRODUCT WARRANTIES

United States

Inspiring the world to work out

# WARRANTY BASICS

## What & Who is Covered

Life Fitness commercial exercise equipment is warranted to be free of all defects in material and workmanship. Warranties apply to the original purchaser or any person receiving the product as a gift from the original purchaser.

## What We Do to Correct Covered Defects

Life Fitness will ship to you any new or rebuilt replacement part or component, or at our option, replace the product.

## What You Need to Do

Retain proof of purchase. Use, operate and maintain the product as specified in the manual. Perform periodic maintenance requirements to assure proper operation. Notify the place of purchase of any defect within 10 days after discovery of the defect.

## How to Get Parts & Service

Refer to your product manual for local service contact information. Provide your name, address and the serial number of your product and they can tell you the next steps.

## Who Pays for Transportation & Insurance for Service

If the Product or any covered part must be returned to a service facility for repairs, we, Life Fitness, will pay all transportation and insurance charges for the first year. You are responsible for transportation and insurance charge after the first year.

# LIFE FITNESS CARDIO WARRANTIES

Life Fitness cardio equipment has a long history of dependability and durability. We stand behind our fitness equipment with warranties to ensure peace of mind for fitness facilities around the world.

See below for detailed warranty information for your Life Fitness cardio equipment by product in the United States of America.

If you purchased cardio equipment prior to January 1, 2025, please visit our [Product Manuals and Technical documents site](#) for your warranty information. For general FAQs, please go [here](#).

| Product Type              | Series                    | Parts (Electrical & Mechanical)             | Labor    | Cosmetic Items | Frame** | Motor   |
|---------------------------|---------------------------|---|----------|----------------|---------|---------|
| Treadmills*               | Aspire, Integrity, Symbio | 3 Years                                     | 3 Years  | 6 Months       | 7 Years | 7 Years |
| Treadmills*               | Elevation, Activate       | 2 Years - Electrical<br>1 Year - Mechanical | 1 Year   | 6 Months       | 7 Years | 7 Years |
| Elliptical Cross-Trainers | Aspire, Integrity, Symbio | 3 Years                                     | 3 Years  | 6 Months       | 7 Years | -       |
| Elliptical Cross-Trainers | Elevation, Activate       | 2 Years                                     | 1 Year   | 6 Months       | 2 Years | -       |
| Upright & Recumbent Bikes | Aspire, Integrity, Symbio | 3 Years                                     | 3 Years  | 6 Months       | 7 Years | -       |
| Upright & Recumbent Bikes | Elevation, Activate       | 2 Years                                     | 1 Year   | 6 Months       | 2 Years | -       |
| PowerMill                 | Life Fitness              | 3 Years                                     | 3 Years  | 6 Months       | 7 Years | 7 Years |
| Arc Trainers              | Life Fitness              | 3 Years                                     | 3 Years  | 6 Months       | 7 Years | -       |
| TVs                       | Consoles                  | 2 Years                                     | 3 Months | 3 Months       | -       | -       |
| GX Cycle/ICG              | ICG                       | 1 Year (includes pedal and saddle)          | 3 Months | 3 Months       | 5 Years | -       |

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*\*Treadmill - limit 1 running belt per product under the warranty period*

*\*\*For products ordered starting January 1, 2025*

1. Consumer product placed in a commercial setting voids the warranty.
2. If a NEW commercial unit is placed in a private residence (home), the unit is covered by that product category's consumer warranty.
3. Class Product:
  - 3.1. Class A Cardio product receives NEW product warranty
  - 3.2. Class B Cardio product receives 90-day bumper to bumper warranty
  - 3.3. Class X product receives NO product warranty and is sold "as is"
4. Wear Parts:
  - 4.1. Cybex wear parts defined as Pedal straps, seats, grips. Tread wear parts include Walking Belts and Decks. Cosmetic parts include Power cord and Inlets, Headphone Jack.

# LIFE FITNESS STRENGTH WARRANTIES

Life Fitness cardio equipment has a long history of dependability and durability. We stand behind our fitness equipment with warranties to ensure peace of mind for fitness facilities around the world.

See below for detailed warranty information for your Life Fitness and Hammer Strength equipment by product in the United States of America.

If you purchased cardio equipment prior to January 1, 2025, please visit our [Product Manuals and Technical documents site](#) for your warranty information. For general FAQs, please go [here](#).

| Product Type                               | Labor  | Upholstery | Springs | Belts  | Bearings | Cables | Grips  | Block, Pulleys, Plates, Rods | Frame   | Hardware, Mechanical, Electrical | Cosmetic/ Items Not Specified |
|--|--------|------------|---------|--------|----------|--------|--------|------------------------------|---------|----------------------------------|-------------------------------|
| Signature , Insignia, Axiom, Ion           | 3 Mos. | 3 Mos.     | 3 Mos.  | 3 Mos. | 1 Yr.    | 1 Yr.  | 1 Yr.  | 5 Yrs.                       | 10 Yrs. | 3 Mos.                           | 3 Mos.                        |
| Signature , Axiom, Ion Benches & Racks     | 3 Mos. | 3 Mos.     | 3 Mos.  | 3 Mos. | 1 Yr.    | 1 Yr.  | 1 Yr.  | 5 Yrs.                       | 10 Yrs. | 3 Mos.                           | 3 Mos.                        |
| Signature , Axiom, Ion Plate Loaded        | 3 Mos. | 3 Mos.     | 3 Mos.  | 3 Mos. | 1 Yr.    | 1 Yr.  | 1 Yr.  | 5 Yrs.                       | 10 Yrs. | 3 Mos.                           | 3 Mos.                        |
| Hammer Strength Benches & Racks            | 3 Mos. | 3 Mos.     | 3 Mos.  | 3 Mos. | 5 Yrs.   | -      | 3 Mos. | -                            | 10 Yrs. | 3 Mos.                           | 3 Mos.                        |
| Hammer Strength Plate Loaded               | 3 Mos. | 3 Mos.     | -       | 3 Mos. | 5 Yrs.   | -      | 3 Mos. | -                            | 10 Yrs. | 3 Mos.                           | 3 Mos.                        |
| Hammer Strength MTS                        | 3 Mos. | 3 Mos.     | 3 Mos.  | 1 Yr.  | 5 Yrs.   | -      | 1 Yr.  | 5 Yrs.                       | 10 Yrs. | 3 Mos.                           | 3 Mos.                        |
| Hammer Strength HD Elite                   | 3 Mos. | 3 Mos.     | 3 Mos.  | -      | 5 Yrs.   | 1 Yr.  | 3 Mos. | 5 Yrs.                       | 10 Yrs. | 3 Mos.                           | 3 Mos.                        |
| Hammer Strength Platforms                  | -      | -          | -       | -      | -        | -      | -      | -                            | 1 Yr.   | 3 Mos.                           | 3 Mos.                        |
| Hammer Strength Traditional Wood Platforms | -      | -          | -       | -      | -        | -      | -      | -                            | 10 Yrs. | 3 Mos.                           | 3 Mos.                        |

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If you purchased cardio equipment prior to January 1, 2025, please visit our [Product Manuals and Technical documents site](#) for your warranty information. For general FAQs, please go [here](#).

| Product Type          | Labor  | Upholstery | Springs | Belts  | Bearings | Cables | Grips | Block, Pulleys, Plates, Rods | Frame   | Hardware, Mechanical, Electrical | Cosmetic/ Items Not Specified |
|-----------------------|--------|------------|---------|--------|----------|--------|-------|------------------------------|---------|----------------------------------|-------------------------------|
| Synrgy 360            | 3 Mos. | 3 Mos.     | 3 Mos.  | 3 Mos. | 1 Yr.    | 1 Yr.  | 1 Yr. | 5 Yrs.                       | 10 Yrs. | 3 Mos.                           | 3 Mos.                        |
| Axiom Benches & Racks | 3 Mos. | 3 Mos.     | 3 Mos.  | 3 Mos. | 1 Yr.    | 1 Yr.  | 1 Yr. | 1 Yr.                        | 10 Yrs. | 3 Mos.                           | 3 Mos.                        |
| Axiom (Protokolon)    | 3 Mos. | 3 Mos.     | 3 Mos.  | 3 Mos. | 1 Yr.    | 1 Yr.  | 1 Yr. | 1 Yr.                        | 10 Yrs. | 3 Mos.                           | 3 Mos.                        |
| HD Treadmill*         | 1 Yr.  | -          | -       | -      | -        | -      | -     | -                            | 3 Yrs.  | 3 Yrs.                           | 6 Mos.                        |
| HD Air Bike*          | -      | -          | -       | -      | -        | -      | -     | -                            | 3 Yrs.  | 3 Yrs.                           | 6 Mos.                        |
| HD SPARC              | 1 Yr.  | -          | -       | -      | -        | -      | -     | -                            | 3 Yrs.  | 2 Yrs.                           | -                             |

\*Console = 1 Year

1. Warranty coverage is for the original purchaser or any person receiving the product as a gift, prior to use, from the original purchaser, and is not transferrable.
2. The published labor warranty for commercial strength is 30 DAYS OUT OF BOX.
3. There is no cosmetic or labor warranty coverage on any Consumer Strength product. 30 day Out of Box period applies.
4. For Pro Series (9000) Strength units that were shipped prior to 1996, the frame has a lifetime warranty.
5. Class A or B Strength product is sold with NO warranty coverage.

# LIFE FITNESS ACCESSORIES WARRANTIES

Accessories are an essential part of a well-rounded approach and provide training versatility for a wide range of exercisers. Life Fitness and Hammer Strength offer warranties on all our accessories to help ensure that fitness facilities are getting the most out of their equipment.

See below for detailed warranty information for Life Fitness and Hammer Strength accessories.

If you purchased fitness accessories prior to January 1, 2025, please visit our [Product Manuals and Technical documents site](#) for your warranty information. For general FAQs, please go [here](#).

| Product Type     | Product   | Warranty |
|------------------|---|----------|
| Agility          | Life Fitness Speed Cones (Set of 6), Speed Ladder, Hurdle (Adjustable, Each)  | 3 Months |
| Bags             | Hammer Strength Slam Bag (Black Neoprene, all sizes), Life Fitness Core Bag (all sizes)   | 1 Year   |
| Bands            | Power Band (all sizes, all colors), Mini Power Bands (all colors, all sizes)  | 3 Months |
| Bands            | Life Fitness Covered Resistance Tube (all sizes), LF Resistance Tube (Dual Grip, Anchor, all sizes, all colors), LF Resistance Tube (Looped, Anchor, all sizes, all colors) | 3 Months |
| Bumper           | Hammer Strength Bumper, Urethane (all sizes, all colors)  | 5 Years  |
| Bumper           | Hammer Strength Bumper, Premium Rubber (all sizes, all colors)  | 3 Years  |
| Bumper           | Hammer Strength Bumper, Standard Rubber (all sizes, black), Hammer Strength Bumper, Recycled Rubber, USA (sizes 25-45lbs, black)  | 1 Year   |
| Bumper           | Hammer Strength Bumper, Recycled Rubber, USA (sizes 15lbs, black)   | 3 Months |
| Cable Attachment | Cable Attachment-LF Strap Handle, Rubber Grip (Short & Long)  | 1 Year   |
| Cable Attachment | Cable Attachment-Rev Straight/Curl Bars/VBAR, 24in, Aluminum, Urethane Grip   | 3 Years  |
| Cable Attachment | Cable Attachment-Lat Pull Bar, 48in, Aluminum, Urethane Grip  | 3 Years  |

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| Product Type     | Product   | Warranty               |
|------------------|---|------------------------|
| Cable Attachment | Cable Attachment-Pressdown Rope, Nylon, Rubber Ends   | 1 Year                 |
| Cable Attachment | Cable Attachment-Row/Chin Handle, Aluminum, Urethane Grip   | 3 Years                |
| Collar           | Collar Spring with Rubber Handle (Pair), Collar Pair (Spring, Chrome)   | 3 Months               |
| Collar           | Collar, Lock Jaw OLY 2 & PRO 2 (Black Pair), Collar, Bulldog Olympic (Aluminum, Pair)   | 1 Year                 |
| Deadlift Blocks  | DC Block, DC Flat Top (Each), DC Block Kit-16 (Set)   | 5 Years                |
| Dumbbell         | Hammer Strength Dumbbell Sets & Each (Urethane, 12-Side, all sizes)   | 7 Years (as of 9/1/23) |
| Dumbbell         | Hammer Strength Dumbbell Set & Each (Rubber, Round, all sizes), Cybex Dumbbell Set & Each (Cast Urethane, Round Flats, all sizes)         | 3 Years                |
| Dumbbell         | Hex Dumbbell Set & Each (Rubber, all sizes)   | 1 Year                 |
| Dumbbell         | Hammer Strength Pro100 Adjustable Dumbbell Kit & Each (all sizes)   | 5 Years                |
| Dumbbell         | Hammer Strength Dumbbells (Urethane, 4-Sided, Each, All Sizes)  | 5 Years (as of 9/1/23) |
| Fixed Barbell    | Hammer Strength Barbell Straight Set & Each (PU, 12-Side, all sizes), Hammer Strength Barbell EZ Curl Set & Each (PU, 12-Side, all sizes) | 7 Years (as of 9/1/23) |

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| Product Type        | Product  | Warranty               |
|---------------------|--|------------------------|
| Fixed Barbell       | Hammer Strength Barbell Straight Set & Each (Rubber, Round, all sizes), Hammer Strength Barbell EZ Curl Set & Each (Rubber, Round, all sizes), Hammer Strength Barbell Straight Set & Each (Rubber, Round, all sizes), Hammer Strength Barbell EZ Curl Set & Each (Rubber, Round, all sizes) | 3 Years                |
| Fixed Barbell       | Hammer Strength Fixed Barbells (Urethane, 4-Sided, Each, All Sizes)  | 5 Years (as of 9/1/23) |
| Foam Roller         | All Life Fitness Foam Rollers (all colors, firmness, sizes)  | 3 Months               |
| Hanging Accessories | TRX Suspension Trainer   | 1 Year                 |
| Jump Rope           | Life Fitness Vinyl Jump Rope (all colors, all sizes)   | 3 Months               |
| Kettlebell          | Standard Kettlebell (Cast Iron, Charcoal, all sizes), ACFT Kettlebell (40lb, Cast Iron, Black)   | 1 Year                 |
| Kettlebell          | Hammer Strength Competition Kettlebell (all colors, all sizes), Life Fitness Kettlebell (Rubber, Stainless Handle, all sizes)  | 2 Years                |
| Mat                 | LF Core Mat (all colors, all sizes), LF Yoga Mat (black)   | 3 Months               |
| Mat                 | LF Yoga Mat, Black   | 3 Months               |
| Medicine Ball       | ACFT Medicine Ball, 10lb, Rubber, Black  | 1 Year                 |
| Medicine Ball       | Life Fitness Medicine Ball (all colors, all sizes)   | 2 Years                |

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If you purchased fitness accessories prior to January 1, 2025, please visit our [Product Manuals and Technical documents site](#) for your warranty information. For general FAQs, please go [here](#).

| Product Type       | Product   | Warranty                  |
|--------------------|---|---------------------------|
| Misc.              | ACFT Sled w/ Strap, Nylon, Black  | 1 Year                    |
| Misc.              | ACFT Tape Measure Reel, 30m   | 3 Months                  |
| Olympic Bar        | Hammer Strength Olympic Bar (all sizes, materials, bearings),<br>Hammer Strength Power Bar (all sizes, materials, bearings),<br>Hammer Strength Gym Bar (all sizes, materials, bearings),<br>Hammer Strength Training Bar (all sizes, materials, bearings),<br>Hammer Strength Curl Bar (all sizes, materials, bearings, style),<br>Hammer Strength OLY Bar (all sizes, materials, bearings, colors),<br>Hammer Strength PWR Bar (all sizes, materials, bearings, colors) | 5 Years                   |
| Olympic Bar        | Standard Curl Bar (all sizes, materials, bearings, styles)  | 1 Year                    |
| Olympic Plate      | Hammer Strength Olympic Plate (Urethane, 12-Side, Each, all sizes)  | 7 Years<br>(as of 9/1/23) |
| Olympic Plate      | Hammer Strength Olympic Plate, Rubber, RNDX, Each (all sizes)   | 3 Years                   |
| Plyo Box           | Hammer Strength Plyo Box, Life Fitness Plyo Box (Covers defects in design, materials and workmanship)   | 1 Year                    |
| Punching Bag/Glove | Life Fitness Premium Heavy Bag, 40kg, Black, w/ Chains  | 1 Year                    |
| Punching Bag/Glove | Life Fitness Bag Gloves, 10oz, Pair, Red  | 3 Months                  |
| Rope               | Battle Rope, 1.5in diameter, 30ft, Black  | 3 Months                  |

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| Product Type       | Product   | Warranty  |
|--------------------|---|---|
| Specialty Bar      | Hex Bar, 1.9in Dual HT Grip, Black, 54lbs   | Structural - 5 Years<br>Powder Coat - 3 Months<br>Warranty Against Factory Defects only |
| Specialty Bar      | Football/Swiss Bar, 1.25in Grip, Black, 40lbs   | Structural - 5 Years<br>Powder Coat - 3 Months<br>Warranty Against Factory Defects only |
| Specialty Bar      | Hammer Strength Hex Bar, Single HT, Black, 60lbs  | Structural - 5 Years<br>Powder Coat - 3 Months  |
| Stability Ball     | Life Fitness Stability Ball (all colors, all sizes), Hammer Strength Stability Ball, 75cm, Black, Hand Air Pump | 3 Months  |
| Stability Ball     | BOSU Pro Balance Trainer, Gray  | 1 Year  |
| Studio Barbell Set | Life Fitness Studio Single Barbell  | 1 Year  |
| Studio Barbell Set | Life Fitness Studio Single Plate, Urethane (all sizes)  | 3 Years   |
| Studio Barbell Set | Life Fitness Studio Single Pair Barbell Collar  | 3 Months  |

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| Product Type          | Product   | Warranty |
|-----------------------|---|----------|
| Studio Barbell Set    | Life Fitness Studio Barbell Rack  | 5 Years  |
| Studio Dumbbell Set   | Life Fitness Studio Single Dumbbell (Urethane, all sizes), LF Studio Dumbbell (Urethane, Black/Grey, all sizes) | 3 Years  |
| Studio Dumbbell Set   | LF Studio Dumbbell Rack   | 5 Years  |
| Studio Kettlebell Set | Life Fitness Studio Kettlebell (all sizes)  | 1 Year   |
| Studio Kettlebell Set | Life Fitness Studio Kettlebell Rack   | 5 Years  |
| Studio Step/Deck      | Life Fitness Studio Step/Risers Set & Each, Life Fitness Studio Deck  | 1 Year   |
| Tire                  | Life Fitness Flip Tire, Soft Vinyl (all sizes, Covers defects in design, materials and workmanship)             | 1 Year   |
| Wall Ball             | Escape Endura Wall Ball (all sizes)   | 1 Year   |
| Yoga                  | Life Fitness Yoga Block   | 3 Months |

*Strength Accessories are non-serialized and replaced via Finished Good warranty replacement after verifying original order installation date and supplied proof of failure.*



August 15, 2025

**To:**

The University of Alabama  
Purchasing Department  
1500 Flint River Drive  
Box 870130  
Tuscaloosa, AL 35404

**Subject: Transmittal Letter in Response to UA25-129 Cardio and Strength Training Equipment**

Dear The University of Alabama:

Life Fitness, LLC is pleased to submit our proposal in response to the above-referenced Solicitation issued by The University of Alabama.

**1. Acknowledgement of Addenda and Clarifications**

We acknowledge receipt of the following addenda and written responses to questions and clarifications issued by the University:

- Addendum #1 Dated 07/08/2025 – The Questions and Answers have been added. Please see Section 13 titled "Questions and Answers". Also, Attachment A has been replaced in its entirety. Please see Section 10 titled "Appendices and Attachments".
- Addendum #2 dated 07/24/2025 – New Due Date from 07/30/2025 at 03:00 PM to 08/18/2025 at 03:00 PM.

**2. Proposal Validity**

Life Fitness, LLC affirms that this proposal shall remain valid and binding for a period of six (6) months from the proposal submission closing date.

**3. Travel Expense Responsibility**

We accept full financial responsibility for any travel expenses incurred in connection with oral presentations or candidate interviews, if requested by the University.

**4. Deviations or Exceptions**

We respectfully submit the following exceptions or deviations listed below and any redlines which are contained and/or redlined in Attachment A

- **Remove any requirement for audited financials.** Supplier is a privately held company, and therefore we do not share our financials.
- **Add Force Majeure language to the contract.** Add "Delay in or failure to carry out the duties imposed upon either party (except Buyer's duty to make invoiced payments to Supplier) under the Bid Documents shall not constitute a default or give rise to any claim for damages if such delay or failure results from acts of God, pandemic or epidemic, diseases, quarantines, unavoidable casualties, concealed conditions, acts of any civil or military authority; riot, insurrections, and civil disturbances; war; strikes, lockouts or other labor disputes; embargoes; shortage or unavailability of labor, supplies, materials, equipment or systems; fire, transportation contingencies; laws, statutes, regulations, and other legal requirements, orders or judgments; acts or order of any government or agency or official thereof, other catastrophes or any other similar occurrences beyond such party's reasonable control (collectively, "events of force majeure"). If Supplier's performance is delayed, impeded or rendered costlier by an event of force majeure, Supplier shall provide Buyer with at least five (5) days' prior written notice of any price increase and the estimated delivery date shall be extended on a day by day basis."
- **Add Strength Waiver language to the contract.** For safety reasons, certain strength training equipment must be secured to the floor to prevent tipping, rocking or displacement which might occur in the event of unanticipated use of the equipment. Add " Supplier REQUIRES that certain pieces of strength training equipment be secured to the floor to prevent tipping, rocking or displacement which might occur in the event of unanticipated use of the equipment. In such case, Buyer must have such equipment bolted down and sign Supplier's Strength Equipment waiver.



- **Add warranty language to the contract.** Supplier's standard warranty for all Products is published on its website. Add "Supplier's warranties on the equipment and materials are located at [www.lifefitness.com](http://www.lifefitness.com). SUPPLIER DISCLAIMS ANY OTHER WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE."
5. **Confidential Information**  
We are not providing any confidential information.
  6. **Statement of Compliance**  
We certify that Life Fitness, LLC is in full compliance with all specifications, requirements, and conditions outlined in the Solicitation.

This letter is submitted by an individual duly authorized to legally bind Life Fitness, LLC to the terms and conditions of this Solicitation response.

Sincerely,

Signed signature:   
Aug 18, 2025 | 7:40 AM CDT

Date: \_\_\_\_\_

Andrew Mahadevan  
Chief Commercial Officer  
Life Fitness, LLC  
andrew.mahadevan@lifefitness.com

## 7.3 EXECUTIVE SUMMARY AND PROPOSAL OVERVIEW

Life Fitness | Hammer Strength is a USA based OEM manufacturer deeply committed to The University of Alabama System as well as the national support of the GovMvmt Cooperative Purchasing program. Our values align in that we are committed to delivering the most prestigious fitness and performance equipment in the world with the most competitive prices and the highest valued services a manufacturer can deliver directly to our customer base and the end user.

Our vast experience in supplying services in the public agency arena is established with a heavy commitment to strategic sales and marketing teams that understand and can execute on the public procurement processes. We understand what GovMvmt and The University of Alabama requires of us. We can operate on all levels as the most recognized, respected and trusted partner you can rely upon.

**Sales Coverage:** Leveraging data and technology to provide maximum sales coverage for your business: where, whom and how that addressable market requires with experts in the public sales segment that know how to promote our partners.

**Service Coverage:** Enhanced national direct service technicians and customer support center. On line parts ordering and training using technology tools for ease and speed.

**Delivery & Installation Coverage:** Leveraging an efficient and organized national footprint of manufacturer certified installers covering the entire USA.

**Pricing:** We are providing pricing for products and services that are equal to our other national public cooperative procurement partners. We also have the ability on executing the consistency and delivery of these products, prices and services.

**Products:** Our products are the singular most important thing we do. Without having the best products in the world (we are #1 or #2 in every fitness category with the most patents) and the largest portfolio (over 300 products) of equipment in the world.

**Revenue Operations Reporting / Rebate Team:** Internal dedicated team driving technology to manage volume, drive growth and enhance our commitment to you, our strategic key account.

**Strategic Marketing:** Internal dedicated team of technology driven marketing experts dedicated to supporting public agency customers.

**Digital Marketing:** Internal digital marketing team designed to execute B2B on digital platforms impacting our customers and brand.

**B2B ecommerce:** Only commercial manufacturer to execute on accessory sales within the public sector on our B2B platform.

**B2C platform:** Recognized industry leader targeting consumers with consumer and commercial equipment.

## 7.4 CRITERIA 1 – SUPPLIER QUALIFICATIONS

A. Response to Exhibits in Attachment A: **COMPLETED** –

**Reference Attachment A - The University of Alabama\_GovMVM  
T EXECUTED**

1. Exhibit A, Questionnaire for National Consideration
2. Exhibit B, Supplier Response - which includes Offeror's qualifications on national commitments, company, order processing and distribution, and sales and marketing
3. Exhibit C, Administration Agreement, signed. Any concerns with the terms and conditions of the Administrative Agreement should be clearly identified in suppliers response and accompany the signed agreement.
4. Exhibit D, Master Intergovernmental Cooperative Purchasing Agreement
5. Exhibit E, Lead Public Agency Certificate
6. Exhibit F, Federal Funds Contract Provisions
7. Exhibit G, FEMA (Federal Emergency Management Agency) Contract Provisions
8. Exhibit H, New Jersey Business Compliance
9. Exhibit I, State Notice Addendum

## 7.4 CRITERIA 1 – SUPPLIER QUALIFICATIONS

- C. Supplier shall provide a statement that they are the manufacturer or a fully authorized dealer/distributor for any of the products/services proposed.
- **Life Fitness, LLC is the manufacturer of the products/services proposed.**

## 7.5 CRITERIA 2 – PRODUCT/SERVICES DEFINED

- A. Manufacturers shall include all warranty information for all Products and Services – **Please see pages 9-13**
1. Applicable warranty and/or guarantees of equipment and installations including any conditions and response time for repair and/or replacement of any components during the warranty period.
    - **Equipment warranty matrix can be found on the Life Fitness/Hammer Strength website and is product category specific.**
  2. Warranty period start date. The Lead Public Agency desires the warranty period start at the time of delivery and installation and repairs are expected to be made within six (6) weeks if new parts are required.
    - **All warranty start dates will commence on receipt of the product by the customer or the installation date of record. Field repairs (when requested properly) will be repaired measured by Life Fitness/Hammer Strength Resolution Time metrics. Current metric expectations for field repairs when parts are available are for less than 5 - 10 business days and are subject to change.**
  3. Availability of replacement parts.
    - **Life Fitness/Hammer Strength categorizes Service parts as A, B, C and D relative to the historical requirements of each part. All A, B and C parts are stocked at 98% availability or higher. Made-to-order parts and D parts may take up to 10 business days or more to produce or procure depending on 3rd party supplier levels.**
  4. Life expectancy of equipment under normal use.
    - **Life Fitness Cardio Equipment has a 40+ year reputation for reliability in which many hard core commercial gyms (Planet Fitness, Crunch Fitness and other High Value Low Price clubs) rely on.**
    - **Technology has also changed the landscape as many of the top features in cardio equipment is based upon a fast moving technology landscape.**
    - **Please consider “normal” use is relative as well as how the equipment is being maintained (wearable parts replaced, regular preventative maintenance) which can impact “Life Expectancy”.**
    - **we have found that the optimal time frame to trade in cardio to secure the highest trade in value, maximize full use of the product and stay current with technology is (8) year cycles.**
    - **For products that are not technology driven, such as our LED consoles, this optimal time frame can be extended from (8) to (12) years.**
    - **It is not unusual for us to see fully functioning commercial cardio products that are (15-20) years old.**

## 7.5 CRITERIA 2 – PRODUCT/SERVICES DEFINED

- **Life Fitness Strength Equipment** also has an incredible reputation for reliability. Given this category has very limited technology (optional) and is based upon steel, cables, weights, upholstery, there is an even longer Life Cycle. Our strength equipment, with proper maintenance, can easily last (15-25) depending upon the product.
  - **Life Fitness Accessories**, like all accessories, are meant to be turned over at least every (2) years due to the intimate nature of the products: mats, foam rollers, bands, etc....
5. Detailed information as to proposed return policy on all equipment.
- **Life Fitness/Hammer Strength will make every attempt to repair units in the field whenever possible by Certified Life Fitness technicians and/or Subject Matter Experts (SMEs) prior to considering a replacement. If multiple attempts with manufacturer supplied parts (when needed) proves unsuccessful, and the issue is not user generated, replacement requests will be processed with out engineering team.**

## 7.6 CRITERIA 3 – FINANCIAL PROPOSAL

### ❖ **Financial Summary**

- Life Fitness | Hammer Strength is deeply committed to The University of Alabama System as well as the national support of the GovMvmt Cooperative Purchasing program.
- The financial offering we are proposing is equal to and in some instances arguably better than we have in place with a number of high level strategic key accounts.
- You will see below and attached references outlining our introductory aggressive discounts that are continued to be fueled by overall growth of the program, but also individual purchases that often exceed well over \$350K for athletic, student recreation, police, fire, parks and recreation publically funded customers. As health, wellness and sports take a high valued position in our society, so has the scope and growth of fitness equipment.

### ❖ **Summary of Financial Proposal:**

- Base Pricing – matches competitive public agency cooperatives.
- Maximum Requested Price Adjustments (% off MSRP) 1 x per year including charges for services (delivery, installation, parts). This could also include deeper discounts as we evaluate and negotiate supply chain opportunities.
- Term is (5) years with an additional (5) year auto extension. We would like to request a % off MSRP review at year (5). We may be able to renegotiate better % off list for extension agreement.
- Additional Pricing Incentives – outlined deep discounts for services, parts and volume purchases
- Reporting: Quarterly, reporting (45) days from quarter end.
- 2% surcharge applied until further notice. Economic climate uncertainty has required we implement this minimal % as we absorb the majority of the uncertainty.
- Rebate: \$1.75 on invoiced sales (product only).

## **7.6 CRITERIA 3 – FINANCIAL PROPOSAL (P.2)**

### ❖ **Complete Attachment C - Market Basket Pricing**

- Please reference: **Life Fitness Hammer Strength Attachment C- Market Basket Cardio and Strength Equipment Market Basket Pricing**
  - Please note that the volume discounts requested on Attachment C, all prices reflect the highest Tier 3 level of discounting.

Please refer to full portfolio price book as referenced below for tiered level pricing discounts including freight, fuel, installation and tariff surcharges.

### ❖ **Supplier should provide pricing for all products, services, supplies, and accessories we carry – COMPLETED**

- **Please reference attachment: 7.6 CRITERIA 3(F) Complete Life Fitness Hammer Strength GovMvmt Pricing US Canada 2025 August**
- **Any additional pricing incentives:** Life Fitness | Hammer Strength is committed to providing equal pricing incentives to all our national cooperative purchasing programs pertaining to volume discounts and services provided.
  - Services Provided: Manufacturer Direct Extended Warranty Coverages and Preventative Maintenance Services provided at 25% to 40% discounts from MSRP depending upon product selected, term of service and services provided. This offering matches our top tier discounts for manufacturer direct certified parts and services.
  - Large order discounts defined: Please refer to the table below for outlined % discounts per category as tied to volume purchases.
    - **The starting point for all orders are defined as Tier 1 up to \$100K. Tier 2 moves into additional discounts (5% on average) on purchases between \$100K-\$350K. Additional discounts are once again achieved on purchases over \$350K with another 5% off cardio and a mixture of additional discounts on strength and accessories.**
    - **This is within the highest volume discounts for all customers, both private and public procurement. You will also notice the University of Alabama system receives preferential purchasing by starting at Tier 2.**

## 7.6 CRITERIA 3 – FINANCIAL PROPOSAL (P.3)

Please Reference Attachment: **Volume Discount % Table by Product Category GOVMVMT + Uni Alabama August 2005**

### GOVMVMT Discount Table

All prices in table presented as a discount off of MSRP

|                           |                      | Tier 1 |     |     | Tier 2   |  | Tier 3 |  |
|---------------------------|----------------------|--------|-----|-----|----------|--|--------|--|
|                           |                      | 0-100K |     |     | 100-350K |  | 350K+  |  |
| Single Order Revenue (\$) |                      |        |     |     |          |  |        |  |
| <b>CARDIO</b>             | Cardio               | 30%    | 35% | 40% |          |  |        |  |
| <b>STRENGTH</b>           | Insignia             | 25%    | 30% | 30% |          |  |        |  |
|                           | Signature B&R        | 25%    | 30% | 30% |          |  |        |  |
|                           | Signature PL         | 25%    | 30% | 30% |          |  |        |  |
|                           | Cable Motion         | 20%    | 25% | 25% |          |  |        |  |
|                           | Multi-Jungles        | 20%    | 25% | 25% |          |  |        |  |
|                           | Hammer Select        | 25%    | 30% | 30% |          |  |        |  |
|                           | Hammer MTS           | 20%    | 25% | 25% |          |  |        |  |
|                           | Axiom                | 20%    | 25% | 25% |          |  |        |  |
|                           | Syngy Core           | 25%    | 30% | 30% |          |  |        |  |
|                           | Syn Options          | 20%    | 25% | 25% |          |  |        |  |
|                           | Hammer PL/GB         | 15%    | 20% | 20% |          |  |        |  |
|                           | Hammer Racks/Rigs    | 20%    | 25% | 25% |          |  |        |  |
|                           | Wood Platforms       | 15%    | 20% | 20% |          |  |        |  |
|                           | Rubber Platforms     | 25%    | 30% | 30% |          |  |        |  |
|                           | Hammer B&R           | 15%    | 20% | 20% |          |  |        |  |
| <b>ACCESSORIES</b>        | Strength Accessories | 20%    | 25% | 25% |          |  |        |  |
|                           | LF Studio Collection | 10%    | 15% | 15% |          |  |        |  |
|                           | LF Accessories       | 10%    | 15% | 15% |          |  |        |  |

### UNIV OF ALABAMA

Tier 1      Tier 2

0-350K      350K+

35%      40%

30%      30%

30%      30%

30%      30%

25%      25%

25%      25%

30%      30%

25%      25%

25%      25%

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25%      25%

20%      20%

30%      30%

20%      20%

25%      25%

15%      15%

15%      15%

- **If a manufacturer(s) has restocking fee requirements, the manufacturer(s) must list any fees associated with returning products.**

*Life Fitness' restocking fee is 20% of the purchase price. If product is found to be as ordered, in full working condition and within purchasing requirements.*

- **Provide proposed method for which price list increases shall be limited, documented, and managed throughout the Contract.**

*Life Fitness is committed to no more than 1x per year to adjusting MSRP prices.*

*This adjustment does also include situations where we may be able to reduce costs in particular product and adjust MSRP prices accordingly. This adjustment can also be impacted by new product launches and the retirement of other underperforming or outdated products that we may elect to eliminate.*

*Life Fitness will notify GovMvmt and the University of Alabama a minimum of (30) days before any such adjustments will be made.*

*All such communications are documented within our legal department and acknowledge by our @legal departments required return receipt system.*

## CRITERIA 4 – EVIDENCE OF SUCCESSFUL PERFORMANCE AND IMPLEMENTATION SCHEDULE

- A. Provide references to or attach copies of any unsolicited industry press, which demonstrate your firm's commitment to continuous product development, and a proven record of accomplishment of customer satisfaction. This information may include but is not limited to trade publication articles, third party reviews, awards, citations, case studies, or benchmark reviews by research organizations.

| Publication          | Story Headline/Link  | Publication Date  |
|----------------------|--|-------------------|
| Club Solution        | <a href="#">The Must-See Companies of The HFA Show 2025</a>  | February 18, 2025 |
| Bloomberg News       | <a href="#">As More Women Lift Weights, Gyms Might Never Be the Same<sup>1</sup></a>                 | April 22, 2025    |
| Health Club Magazine | <a href="#">Show of Strength<sup>2</sup></a>   | June 2025         |
| Athletech News       | <a href="#">Gold's Gym SoCal Opens in Beverly Center as First Fitness Club Inside Iconic LA Mall</a> | July 16, 2025     |
| Transform Magazine   | <a href="#">Life Fitness / Hammer Strength undergoes empowering dual strategy rebrand</a>            | February 11, 2025 |

| Entity                                | LF / HS Product   | More information   |
|---------------------------------------|---|--|
| Red Dot Design Award<br>2024          | Symbio® Runner  | <a href="https://www.red-dot.org/project/symbio-runner-68270">https://www.red-dot.org/project/symbio-runner-68270</a>  |
| International Design Awards<br>2024   | Symbio SwitchCycle – Silver Award   | <a href="https://www.idesignawards.com/winners/user-profile.php?j=Life-Fitness&lt;sup&gt;3&lt;/sup&gt;">https://www.idesignawards.com/winners/user-profile.php?j=Life-Fitness<sup>3</sup></a>  |
| European Product Design Award<br>2024 | <ul style="list-style-type: none"> <li>Symbio Runner (Top Award)</li> <li>Symbio SwitchCycle (Winner)</li> </ul>  | <ul style="list-style-type: none"> <li><a href="https://www.productdesignaward.eu/winners/epda/2024/11809/">https://www.productdesignaward.eu/winners/epda/2024/11809/</a></li> <li><a href="https://www.productdesignaward.eu/winners/epda/2024/11810/">https://www.productdesignaward.eu/winners/epda/2024/11810/</a></li> </ul> |
| BodyLife Germany<br>September 2024    | <ul style="list-style-type: none"> <li>1<sup>st</sup> Place: EMEA Marketing Campaign, for Symbio Runner</li> <li>2<sup>nd</sup> Place: Group Fitness/ICG</li> <li>3<sup>rd</sup> Place: LF Cardio (not product specific)</li> </ul> | <a href="https://www.bodylife.com/bodylife-award-2024-gewinner/">https://www.bodylife.com/bodylife-award-2024-gewinner/</a>  |
| 2024 Good Design Award                | <ul style="list-style-type: none"> <li>Symbio Runner</li> <li>Symbio Switchcycle®</li> </ul>  | <a href="https://gooddesignawards.org/project_cat/sportsrecreation-gd/">https://gooddesignawards.org/project_cat/sportsrecreation-gd/</a>  |
| Men's Health Magazine<br>January 2025 | <ul style="list-style-type: none"> <li>HD Elite iD Half Rack</li> <li>Hammer Strength PRO 100 Adjustable Dumbbells</li> </ul>   | <a href="#">The 2025 Men's Health Fitness Awards</a>   |
| iF Design Award                       | Symbio® cardio collection   | <a href="https://ifdesign.com/en/winner-ranking/project/symbio-cardio-series/691325">https://ifdesign.com/en/winner-ranking/project/symbio-cardio-series/691325</a>  |
| Self<br>July 2025                     | RS1 LifeCycle®  | <a href="#">Love Low-Impact Workouts? Meet the Best Recumbent Exercise Bikes</a>   |
| Fit Sport Design Award<br>2025        | Symbio SwitchCycle  | <a href="https://fitdesignawards.com/winners/fit/2025/386/0/&lt;sup&gt;4&lt;/sup&gt;">https://fitdesignawards.com/winners/fit/2025/386/0/<sup>4</sup></a>  |

## **CRITERIA 4 – EVIDENCE OF SUCCESSFUL PERFORMANCE AND IMPLEMENTATION SCHEDULE**

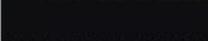
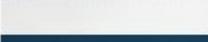
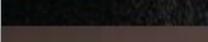
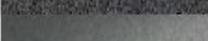
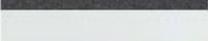
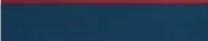
B. Supplier shall provide an implementation and transition schedule for the proposal submitted, when relevant to the Solicitation project.

- **Life Fitness has operated national public agency cooperatives for a number of years. Our Executive leadership team is aware and committed to the GovMvmt relationship and the obligations required to lift up the GovMvmt program.**
- **Life Fitness conducts regularly required Sales Training for our direct and dealer sales teams. As part of our LMS (Learning Management System) protocol requires when we sign on a new customer with the size and scope of GovMvmt, we feature multi-level training sessions both remote and in person within the first (90) days followed by continuous learning via our digital LMS platform. This will be facilitated by our Sales Enablement team and Rev Ops department in conjunction with our designated Sales Leaders within the Public Agency segment.**

## CRITERIA 5 - OTHER ADDITIONAL INFORMATION

- A. Life Fitness / Hammer Strength products are American made. We are a full-scale US based OEM Manufacturer. Our manufacturing plants in the United States are Owatonna, MN and Ramsey, MN. We do have a small percentage of components that are sourced overseas.
- B. Equipment Color Options

### STRENGTH EQUIPMENT COLOR CHART

| STRENGTH FRAME COLORS    |   | LIFE FITNESS | HAMMER STRENGTH | HD RACKS                        |                                |
|--------------------------|---|--------------|-----------------|---------------------------------|--------------------------------|
|                          |   |              |                 | NX & ID                         | HD ATHLETIC PRO BRIDGE AND RIG |
|                          |   |              |                 | NX Xmember are HW Charcoal Only | Upright & Xmember              |
| Platinum*                |    | S            | S               | S                               | N/A                            |
| Black                    |    | S            | S               |                                 | N/A                            |
| Charcoal                 |    | S            | S               | S                               | N/A                            |
| Titanium**               |    | S            | S               | S                               | N/A                            |
| White                    |    | S            | S               | S                               | N/A                            |
| Blue                     |   | O            | S               | S                               | N/A                            |
| Red                      |  | O            | S               | S                               | N/A                            |
| Yellow                   |  | O            | S               | S                               | N/A                            |
| Midnight Metallic*       |  | O            | O               | C                               | N/A                            |
| Mocha Sand               |  | O            | O               | C                               | N/A                            |
| Candy Apple Red          |  | O            | N/A             | N/A                             | N/A                            |
| Diamond White Clear      |  | O            | N/A             | N/A                             | N/A                            |
| Electric Blue            |  | O            | N/A             | N/A                             | N/A                            |
| High Wear Charcoal       |  | C**          | C               | S                               | S                              |
| High Wear Platinum       |  | C**          | C               | S                               | S                              |
| Matte High Wear Titanium |  | C**          | C               | S                               | S                              |
| Matte High Wear White    |  | C**          | C               | S                               | S                              |
| Matte High Wear Yellow   |  | C**          | C               | S                               | S                              |
| Matte High Wear Red*     |  | C**          | C               | S                               | S                              |
| Matte High Wear Blue*    |  | C**          | C               | S                               | S                              |
| Custom                   |   | C**          | C               | C                               | C                              |

**Key:**

S = Standard  
 O = Optional  
 C = Custom  
 N/A = Not Available

**Notes:**

\* Life Fitness colors have a second clear coat of paint  
 \*\* Custom frame colors available on select Life Fitness/Signature Series benches and racks  
 # Hammer Strength Select and MTS have a second clear coat of paint  
 ^ Colors do not match original High-Wear Red and High-Wear Blue  
 New custom frame colors require a one-time Custom Formulation Set-Up fee  
 Custom frame colors not available on Axiom

## CRITERIA 5 - OTHER ADDITIONAL INFORMATION

### B. Equipment Color Options Continued

| STRENGTH SHROUD INLAYS   | INSIGNIA SERIES | SIGNATURE CABLE MOTION | SYNRGY 360 / SYNRGY 90 |
|--|-----------------|------------------------|------------------------|
| Premium Black Carbon Fiber  | Premium         | Not available          | Not available          |
| Custom   | Custom          | Custom                 | Custom                 |

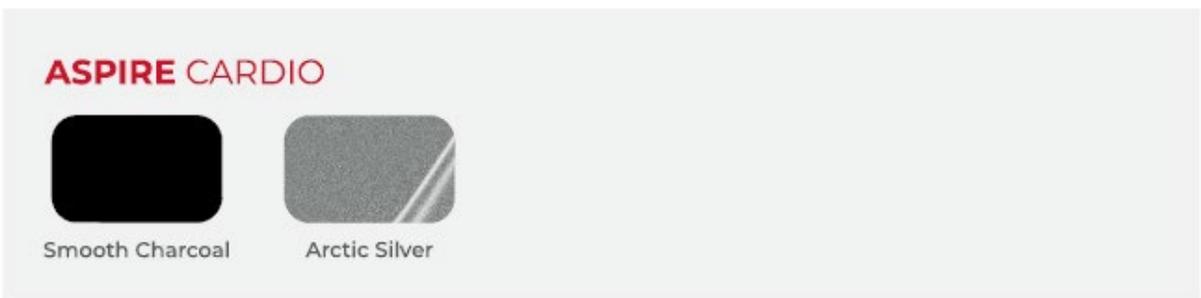
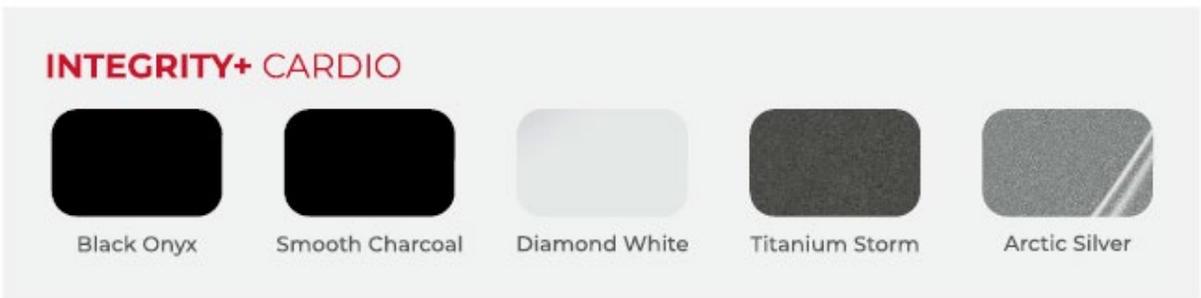
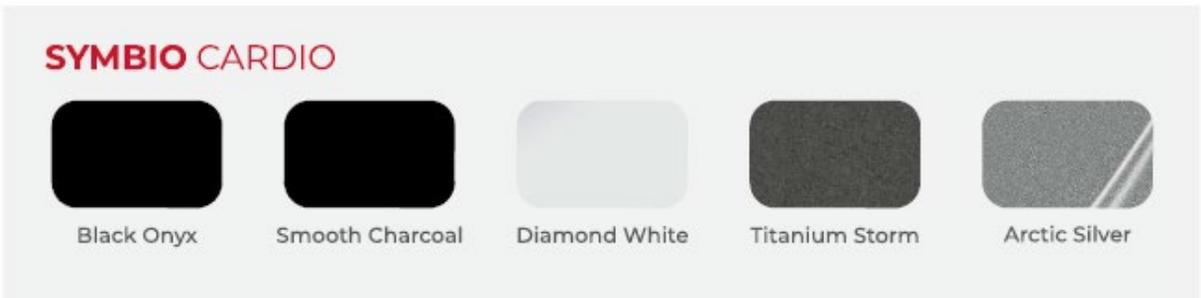
| STRENGTH UPHOLSTERY COLORS   | LIFE FITNESS / HAMMER STRENGTH | AXIOM SERIES  |
|--|--------------------------------|---------------|
| Royal Blue            | Standard                       | Optional      |
| Slate                 | Standard                       | Optional      |
| Cranberry             | Standard                       | Optional      |
| Red                   | Optional*                      | Optional      |
| Suede                 | Optional*                      | Optional      |
| Regimental Blue       | Optional*                      | Optional      |
| Azure                 | Standard                       | Optional      |
| Wheat                | Standard                       | Optional      |
| Graphite            | Optional*                      | Optional      |
| Emerald Green       | Optional*                      | Optional      |
| Candy Apple Red     | Standard                       | Optional      |
| Burgundy            | Optional*                      | Optional      |
| Navy                | Optional*                      | Optional      |
| Imperial Blue       | Optional*                      | Optional      |
| Chestnut            | Optional*                      | Optional      |
| Terra Cotta         | Optional*                      | Optional      |
| Dove Gray           | Optional*                      | Optional      |
| Custom   | Custom*                        | Not available |
| Black               | Standard                       | Standard      |
| Black Carbon Fiber  | Optional*                      | Optional      |
| Dark Walnut         | Standard                       | Optional      |

\*Available at an additional cost.

# CRITERIA 5 - OTHER ADDITIONAL INFORMATION

## B. Equipment Color Options Continued

### CARDIO COLOR OPTIONS



## **CRITERIA 5 - OTHER ADDITIONAL INFORMATION**

### C. Delivery, Lead Times, Shipping capabilities, and National Reps

- **Delivery Options:** Life Fitness recommends full cycle delivery and installation by our certified technical installers. However, we offer Inside Delivery without installation, Dock to Dock drop ship, Will call pick up at our factory (\$25 handling fee applies) as options the customer has for delivery.
- **Lead Times:** Every week our Director of Global Planning and Inventory Supplies Sales with current lead time production updates for all orders being placed that week.
  - **As an OEM Manufacturer, we can detail to the product SKU level production lead times, which varies according to supply chain influx. Strength is also a "made to order" product vs Cardio which is constantly manufactured to forecast. Below are lead times as of August 2025.**
  - **Transit from Factory to Installer: 1-2 weeks.**
    - **Cardio:** (6-8) weeks production, (1-2) weeks transit: (8-10) week to install.
    - **Strength:**
      - ❖ **Select Strength:** (6-8) weeks production, (1-2) weeks transit: (8-10) to install.
      - ❖ **Plate Loaded:** (8-10) weeks production, (1-2) weeks transit: (10-12) to install.
      - ❖ **Cable Strength:** (10-11) weeks production, (1-2) weeks transit: (12-15) to install.
      - ❖ **Benches/Racks:** (6-8) weeks production, (1-2) weeks transit: (8-10) to install.
      - ❖ **Dumbbells:** (8-10) weeks production, (1-2) weeks transit: (10-12) to install.
      - ❖ **Accessories:** (8-10) weeks production, (1-2) weeks transit: (10-12) to install.

## **CRITERIA 5 - OTHER ADDITIONAL INFORMATION**

- **Number of National Reps:** Please refer to ORG chart for Senior Leadership, (7) Public Agency Experts that function on a national basis, (6) Regional Directors in Direct markets, (+40) Direct Field Sellers, (2) Senior Dealer Managers, and (+75-80) Dealer Field Representative
  
- **Shipping Capabilities:** Life Fitness provides full scale shipping options via rail, LTL National Trucking carriers and Regional Trucking carriers that feeds into our Delivery options noted above.
  
- **National Reps:** In combination with designated leadership focusing on Public Agency sales, direct field representation and dealer field representation, we have over 150 USA representatives focused on the segment. *Please refer to the ORG CHART on Section 7.4 Criteria 1 - Supplier Qualifications Org Chart Maps Coverage.*

## CRITERIA 5 - OTHER ADDITIONAL INFORMATION

D. Authorized Dealers: **(4) Exclusive Platinum Dealers, (3) in the USA and (1) in Canada: Reference ATT A EXHIBIT B QUESTION E 2025 Installer\_Warehouse List**

| GOVMVMT EXHIBIT B - ATTACHMENT A - DEALER LIST |                          |               |            |
|--|--------------------------|---------------|------------|
| LIFE FITNESS DEALER LIST                       | ADDRESS                  | CITY          | STATE ZIP  |
| G & G Fitness                                  | 7349 Transit Rd          | Williamsville | NY 14220   |
| Advanced Exercise Equipment                    | 861 Southpark Drive #100 | Littleton     | CO 80120   |
| LIVun Ltd USA                                  | 7520 Standish Place #250 | Rockville     | MD 21703   |
| LIVun Ltd Canada                               | 7115 Tomken Road         | Mississauga   | ON L5S 1R7 |

E. Any additional information the supplier feels relevant

**We believe we have outlined a very comprehensive proposal in which we are very comfortable being able to promote, market and grow the GovMvmt and University of Alabama agreement. However, we continue to explore possibilities that could enhance our relationship and benefit our customers and exercisers.**

F. Any creative approaches that might be relevant

**Same as above.**



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