



Life Fitness / Hammer Strength & GovMVM

Publicly Procured Contract Vehicle

Contract Highlights

- Complete portfolio access across Life Fitness, Hammer Strength equipment
- Contract pricing for every registered agency, with the discount summary and full price list available when logged in to GovMVM.org.
- Choose from a wide range of custom color options and signage to match your facility's color scheme
- Complimentary facility design and site visits from a 10-person, AIA-accredited design team
- Nationwide sales, service, delivery, and installation in every state, including Alaska and Hawaii
- Extended four- and five-year warranties, Parts Only or Bumper-to-Bumper, with no usage restrictions

Who is Life Fitness / Hammer Strength?

We are a global leader in commercial fitness equipment, delivering complete lines of cardio, strength, and accessories through the Life Fitness Family of Brands. Founded in 1977, we have manufactured strength and conditioning products for more than 55 years, equipping collegiate and professional weight rooms, K-12 schools, government sites, police and fire departments, parks and recreation, and community wellness centers. As a manufacturer with direct and dealer coverage nationwide, we pair durable, performance-tested products with facility design, installation, training, and ongoing service. You get one partner for your entire facility.

Explore the full portfolio of GovMVM contracts at GovMVM.org/Contracts.

Trust. Every GovMVM contract is competitively solicited, evaluated, and awarded by an actual public agency using the lead agency model.

Value. You buy on national pricing built from the collective purchasing power of agencies across the country.

Service. GovMVM is nonprofit by design. Program fees are reinvested into the communities you serve.

Contract #: UA25-129

Lead Agency: The University of Alabama

Administered by: GovMVM, a program of the Innovative Government Services Association

Term: Feb. 1, 2026 through Jan. 31, 2031, renewable for one additional five-year period through Jan. 31, 2036

Contact

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GET STARTED

Register at GovMVM.org/Register, then contact us to plan your facility cardio, strength, and digital solutions, on contract, in every state, backed by nationwide service and support.

