An icon is coming to Germany: Gold’s Gym to open in Berlin

Berlin, December 2, 2020. With the opening of a flagship studio in Berlin in February, the RSG Group is bringing cult brand Gold’s Gym to Germany and creating a mecca for fitness and bodybuilding aimed at ambitious sportspeople and athletes all over Europe.

The eventful history of fitness institution Gold’s Gym, which started out 55 years ago in Venice, California, is reaching its next milestone with the opening of a flagship studio in the Berlin district of Spandau. With the first Gold’s Gym in Europe to be operated by the RSG Group, the brand is growing closer to its parent company and showing how the studio concept will develop globally in the coming years.

As the mecca of fitness and bodybuilding, the first Gold’s Gym studio under the umbrella of the Berlin-based global market leader is hoping to attract fitness enthusiasts from all over Europe. “Our facilities are aimed at ambitious athletes and, in addition to the best equipment on the market, also boast Berlin’s largest free weights area with dumbbells weighing up to 100 kilos,” confirms the group’s Head of Communications Pierre Geisensetter.

Like the training equipment, the support provided to members also fulfills the highest standards. Highly qualified instructors offer a wide spectrum of personal training and performance analyses. There is also a wellness area with sauna and relaxation room for effective regeneration after intensive training sessions.

The clear focus on members’ training success is a small taster of the brand’s new direction, which will be focusing more on its roots in the future. At the new Gold’s Gym Berlin, fitness and bodybuilding athletes will find the optimum conditions for achieving their goals.

The studio is opening its doors in Berlin-Spandau just six months after the brand’s takeover by the RSG Group. Organizing the planning and construction amid the coronavirus pandemic proved to be a huge challenge, but one which, according to Rainer Schaller, founder and CEO of the RSG Group, will pay off: “We felt that it was important to act quickly, to send out a signal that we are serious about Gold’s Gym, and to show everyone which direction the brand will develop in. With the flagship gym here in the German
capital, we will be setting new benchmarks, both for the brand as well as for the industry,” explains Rainer Schaller.

From December 7, there will be a pre-sale of memberships for the new fitness studio at the location itself (Paulsternstraße 22, 13629 Berlin), or online at golds-gym.de

**About RSG Group:**
With 6.4 million members in studios and digital offers, the RSG Group is the world’s No. 1 when it comes to fitness. We are meanwhile active in 48 countries on six continents at around 1,000 locations. Our strong brands and future-oriented concepts include Gold’s Gym, McFIT, High5, the JOHN REED family (JOHN REED Fitness Music Club, JOHN REED Women’s Club, JOHN & JANE’S, THE REED), CYBEROBICS, LOOX, Qi², McFIT MODELS, PEARL Management, Steven Baker, Master of Enthusiasm, THE MIRAI and our artist management agency TIGERPOOL that represents selected designers and artists such as fashion label MARCELL VON BERLIN and street artist RON MILLER.

**About Gold’s Gym:**
From Venice Beach to a global player: what started out as a small fitness studio in California/USA in 1965 has since become the most well-known and traditional fitness company in the world. Gold’s Gym. In the last 55 years, Gold’s Gym has developed into a global brand with just under 700 studios that has expanded to six continents with three million members. Bodybuilding greats such as Arnold Schwarzenegger, Lou Ferrigno and Franco Columbu worked out at the original Gold’s Gym, which went on to become the most legendary fitness studio in the world. In the fitness industry, the brand meanwhile enjoys absolute cult status and has a global appeal with a brand awareness of around 96% among gym-goers. In July 2020, the RSG Group acquired Gold’s Gym in a court-approved auction process and integrated the brand into its portfolio, thereby making it the global leader in the fitness sector.