



# McFIT

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PRESSE RELEASE

## The original reinvents itself: McFIT starts modernization with new concept



**Berlin, July 22, 2024.** McFIT, one of Europe's leading fitness brands, is starting a large-scale modernization offensive for its studios. Based on the new concept "McFIT - The Original", the brand's studios will be successively renovated in a uniform manner. What has already begun in Heilbronn and Vienna will now be continued at other locations such as Munich, Cologne, the Rhine-Main region and Hamburg. A three-digit million sum will be invested in the modernization measures over the next few years.

### **McFIT ist ready for future**

With its modernization offensive, McFIT is setting an example for the future and underlining the further development and strength of the brand.

"Our McFIT brand has a tradition of over 25 years. When Rainer Schaller opened the first McFIT studio in Würzburg in 1997, he pioneered the discount principle in the fitness industry. Over the years, the brand has constantly changed and developed, becoming the best-known fitness brand in Germany. We want to continue Rainer's legacy, but also set our own impulses," says Dr. Jobst Müller-Trimbush, Co-CEO of the RSG Group.

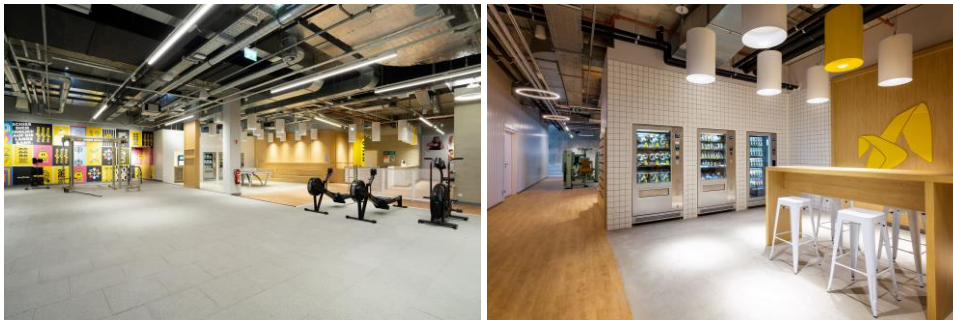
### **Sophisticated room concept and new look**

In addition to the variety of training equipment, the studios also present a newly thought-out room concept that enables a holistic training experience. They also impress with their uniform look and a bright and friendly atmosphere. Materials such as steel, concrete and wood have been used to create a motivating and inviting environment. Another eye-catching feature is a table tennis table that can be played on and is not usually found in fitness studios.

Hagen Wingertszahn, Co-CEO of the RSG Group: "Through a holistic modernization approach, we are bringing our studios up to date and thus also adapting to the changing needs of our members. With the new look and feel, modified training concepts and fresh ideas, we are opening the next chapter of McFIT and making ourselves fit for the future."

### **Special highlight: focus on female power**

In contrast to existing McFIT studios, the women's area has been significantly enlarged in the new concept to give female members more space and to strengthen them. With elements such as the booty booster, standing abduction, glute booster rack and functional equipment, this area enables comprehensive strength training and has been deliberately designed so that women of all fitness levels can pursue and achieve all their sporting goals. In some locations, the women's area is a "studio within a studio" and can be accessed separately via the women's changing room.



### **Expanded range: more variety, more challenge**

The endurance areas are equipped with treadmills, Ascenttrainer Climb Mills, cross trainers, recumbent and seated bikes and rowers. These high-quality machines offer optimal training for cardiovascular and endurance. For functional training at the highest level, we offer functional hubs, assault bikes, rowing ergometers, glute booster racks and functional towers. There will be a variety of courses in the classrooms every week.

As additional services, McFIT offers a free drinks system with various flavors, vending machines with sports nutrition and drinks. This will make training not only effective, but also comfortable and enjoyable.

Between September and December, four studios in Munich and one studio in Cologne will be reopened with a new look. Further refurbishments will follow at the beginning of next year. Further information can be found at: <https://www.mcfi.com/mcfi-das-original>

About McFIT: McFIT is the original. Over 25 years ago, we revolutionized the industry by opening up fitness to the masses. With our members in over 230 studios in Germany, Austria and Italy, we are one of Europe's largest fitness communities. McFIT is the core brand of the RSG Group, which includes a further 10 brands, including the studio brands Gold's Gym and JOHN REED. For more information: [www.mcfi.com](http://www.mcfi.com)