



Press release

New concept: McFIT Klub is the first neighborhood gym to open in Berlin-Friedrichshain

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Berlin, December 13, 2024. McFIT, one of Europe's leading fitness chains, is launching a completely new studio concept: the first McFIT Klub opened yesterday at Boxhagener Strasse 119 in the middle of the lively district of Berlin-Friedrichshain. The new concept is based primarily on the idea of a neighborhood gym for the residents of the district.

The opening in such a central location is possible thanks to a significantly reduced studio area and a simplified space concept compared to the regular McFIT studios. "The new McFIT Klub has about a quarter of the space of our normal studios. This reduction in space allows us to move into centrally located residential areas and target the immediate neighborhood as potential new members," says Jörg Fockenberg VP Strategy, Expansion & Franchise at RSG Group. "The aim is to create a meeting place for the neighborhood where people can meet and train together."

One factor that makes the reduced space size possible is the sole focus on the training equipment and the deliberate omission of changing rooms, lounges and showers, which can be used at home thanks to the location close to residential areas. "The new concept offers the advantage of a significantly larger range of potential rental spaces, which are often found in highly frequented locations and also primary residential areas. This approach allows us to further expand our branch network, tap into new target groups and make our members an even more attractive offer in terms of the distance to their gym," Jörg Fockenberg is pleased to say.



Training offer

Despite the smaller space, the club has a training program that covers all members' needs: from the cardio and free weights area to a corestation and weight machines or rowing ergometers, members will find everything they need for a varied fitness workout.

Digitized studio processes

Thanks to digitalized studio processes, the club is completely automated and operates entirely without staff. Members can only sign a contract online and receive a digital member card via the McFIT Klub app, which they use to gain access to the studio. To ensure the safety of members in the studio even without staff on site, the entire club is equipped with security cameras as well as an alarm and emergency call system. The lockers for personal valuables are located throughout the training area and can be viewed from anywhere. In addition, access to the studio is only possible via the digital MemberCard, so that unauthorized persons cannot gain access.

Minimalist look

The minimalist room concept and focus on the essentials are also reflected in the design of the studio. Natural materials such as wood and stone as well as modern elements such as concrete or light-colored tiles create a friendly and inviting atmosphere in which people enjoy working out. The design is therefore in line with the new McFIT studios, which are currently being renovated as part of a large-scale modernization campaign.

Opening hours

The McFIT Klub is now open Monday to Friday from 6 am to 11 pm and Saturday and Sunday from 8 am to 10 pm. Members who have a digital McFIT Klub MemberCard can also use the Europe-wide branch network of over 230 McFIT studios. Further McFIT Klub openings are planned for 2025.

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 other studio brands such as Gold's Gym and JOHN REED. For more information: www.mcfite.com