



## New Keiser M3 Bike Warranty of Three Years Poised to Save the Industry Money

Three-year warranty is 50% higher than any other bike on the market.

[Fresno, Calif., September 6, 2006. For immediate release.]

Quantum leaps in fitness equipment are rare these days. But Keiser has made a significant one. One that is going to save fitness facility operators a considerable amount of money in the next three years.

Keiser is the first company in the industry to offer a THREE-YEAR WARRANTY on its indoor bikes.

This is significant, especially for owners and operators with large facilities and lots of equipment footprint in their clubs.

“The numbers add up pretty quick,” says VP of sales for Keiser. “It’s a 50% increase in the guaranteed life of the equipment, so amortize that over a six-year period, for example. Would you rather make *two* bike buys in that timeframe? Or *three*?”

How is it that Keiser can take this major step ahead of all of its competitors?

“Anyone who has been in the industry for a while knows that Keiser makes the most durable equipment. We have original strength training equipment in some clubs since 1978. We know how to make equipment durable,” says Pelkey.

In the case of the new bike, called the M3, “Dennis [Keiser] quality-tested each and every component of the M3. He fine-tuned the components and worked with suppliers and our design people to make this bike into the most durable one on the market today,” says Pelkey.

“A manufacturer would be nuts to offer a three-year warranty unless he thought he could stand by it.”

The sleekly designed Keiser M3 bikes are truly “no maintenance,” requiring just routine cleaning and regular performance checks and include:

- Unique, Smooth Magnetic Resistance
- Unique Anti-Slip Flexonic Belt
- Easy Installation
- Easy Transport (Middle handles double and move using wheels)
- Heavy Duty Shimano Pedals
- Dual Placement Comfort Handles
- Free-standing Gravity-based Water Bottle Holder

Adjustable Pedal Straps  
Adjustable Seat Height  
Adjustable Neck Height  
Adjustable Seat Positions  
Non Corrosive Materials  
Forearm Pads  
0-24 Gear Adjustment  
Smaller adjustments make transitioning from low to high resistance easy.  
Smaller adjustments allow for improved tracking of progressions  
Comfortable Saddle  
Optional Computer System

**Computer Features:**

Power Output Displays in Watts and Kilowatts  
Safety Features  
Trip Odometer  
RPM  
Distance  
Polar Heart Rate Monitor System  
Low Voltage, AA Battery, Usually last 6 months with regular usage

“Beware of new companies that try to match this warranty with existing products,” says Pelkey. We have been around since 1978. We’re going to be here in 2078. We know what goes into building durable equipment and what goes into warranty finances. Don’t be fooled.”

About Keiser

For almost 30 years Keiser Corporation has been changing the way people of diverse ages and abilities exercise, while helping to improve their performance and quality of life. Keiser is never satisfied with the status quo and has never lived in the mundane world of the expected. It is their passion to challenge the barriers of traditional thinking to continually expand the limits of human performance. Old habits die hard, but the dedicated users of strength equipment with Keiser's unique Pneumatic Technology have reaped the many benefits of our efforts. Whether it's preparing an athlete for the heat of competition or simply providing a safe and effective method of exercise for a generation that thought it was too unladylike to sweat, Keiser has been making a difference since 1978.

Keiser Corporation  
2470 S. Cherry Ave  
Fresno, CA 93706  
Toll Free: 800.888.7009  
Direct Line: 559.256.8000  
Fax: 559.256.8100  
[www.keiser.com](http://www.keiser.com)  
[darrinp@keiser.com](mailto:darrinp@keiser.com)