



Keep

RAMMING

耐心
訓練
智慧

平衡

TM

Johnny G - Creator of Spinning® **KRANKING**® INTRODUCES HIS LATEST FITNESS INNOVATION

My life-long love affair with the bike began when I took my first ride as a child in South Africa. Over the years and over thousands of miles I encountered innumerable physical, mental and emotional challenges. In the process, I developed self-awareness and discovered a sense of spiritual balance. And as my grueling physical training and philosophical approach came together, I found inspiration.

That inspiration manifested in 1987 when I created the first Spinning® bike. Initially, I'd envisioned a piece of equipment that I could use to train for ultra-distance races. As I began to develop the accompanying program however, I realized that its application would transcend that of a simple exercise machine; it could foster balance, consciousness, and harmony for people of all fitness levels. Within a few short years, the global impact had exceeded all of my expectations. My innovation was being used around the world, and people were training in a way they'd never experienced or imagined. And I was training right along with them.

But in 2004 a virus severely damaged my heart, and my ability to ride a bike was stripped away from me. It was during this unlikely time, while fighting to heal my body, that a memory from the recent past entered my mind and with it, another inspiration.

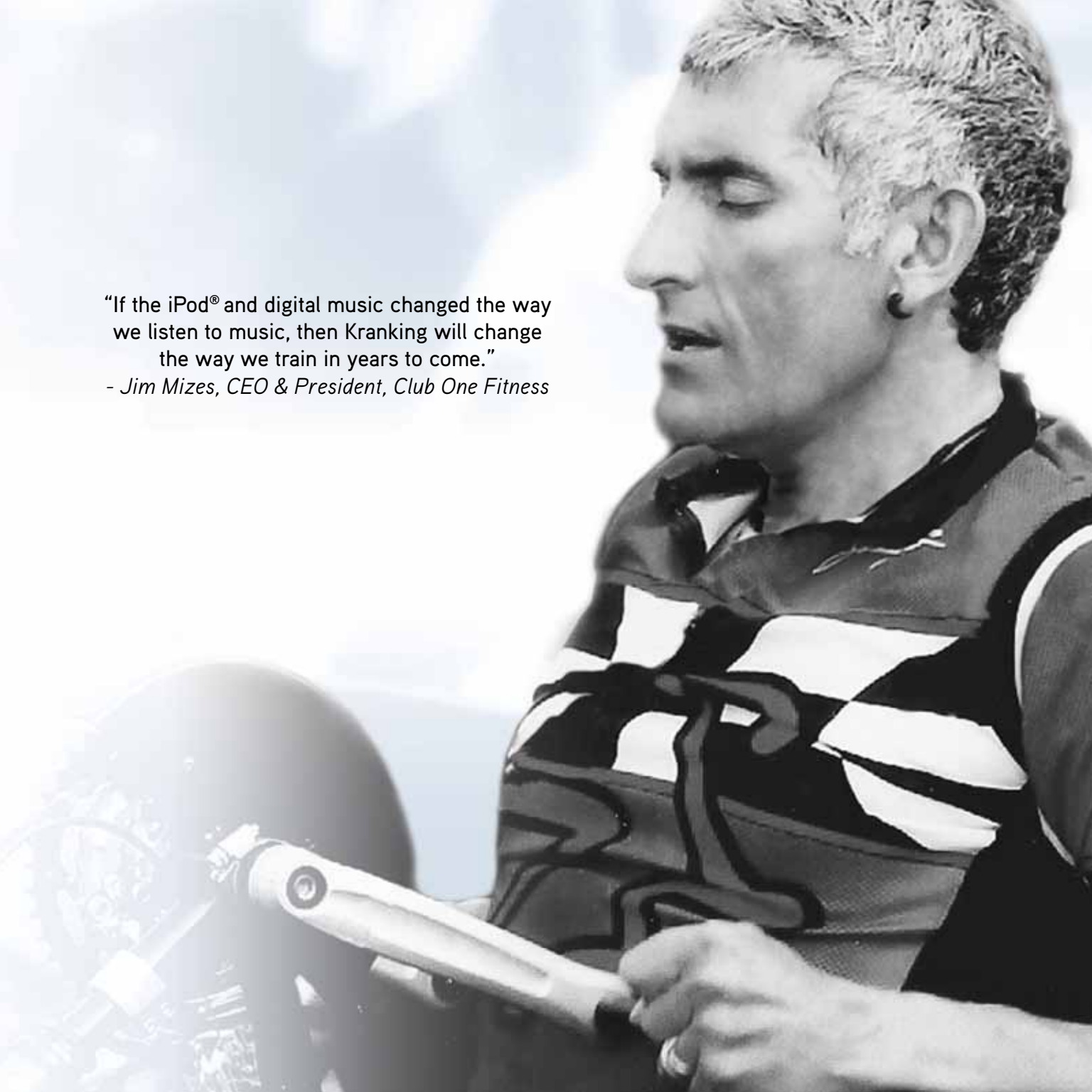
In 2002, while attending a cycling event for physically challenged athletes, I had the opportunity to try a participant's homemade hand-cycle. I never imagined that using my arms alone to power a cycle could be so much fun - or so physically demanding. This memory became my inspiration: if such a bike were re-engineered properly and integrated with a training system steeped in mind-body philosophies, the possibilities would be vast.

And the Krankcycle® was born.



The Philosophy of **KRANKING**®

This symbol represents the earth, heaven and mankind and is defined as a philosophical way or path. I have always been passionate about combining the spiritual with the physical to create an athletic mentality that challenges both and creates a journey of self-awareness.



“If the iPod® and digital music changed the way we listen to music, then Kranking will change the way we train in years to come.”

- Jim Mizes, CEO & President, Club One Fitness

Johnny G
KRANKcycle[®]
by **MATRIX**

Johnny G and Matrix – the synergy to change the fitness industry.

With his latest innovation, the Krankcycle, Johnny was determined to team with an equipment manufacturer capable of sharing his vision. He found what he was looking for in Matrix Fitness Systems, one of the fastest growing fitness companies in the world. By partnering Kranking's philosophically-inspired approach to education and training with Matrix's ability to manufacture and market a durable, high-quality product, the resulting synergy will profoundly change the fitness industry.



Key Features

- Independent crank arms for greater variety of movement
- Ergonomically shaped saddle allows easy transition between seated and standing exercise position
- Adjustable crank arm height encourages greater range of muscle activation
- Narrow crank axis to allow for higher RPMs and proper biomechanics
- Removable seat for wheelchair access



Key Specifications

User Interface

Drive system: Chain drive

Frame

Steel base frame with cast iron drive frame treated with zinc oxide & polyester powder coating

Technical Specifications

Overall dimensions: 57.52" L x 27.49" W x 46.45" H

Weight: 168 lbs

Max user weight: 350 lbs

Warranty

Frame: 5 years

Cranks, brackets, flywheel: 2 years

Bearings, tension knob assembly: 1 year

Wearable items: 6 months

Labor: 90 days

The Benefits of KRANKING®

Cardiovascular Fitness

Studies have shown that Kranking increases VO2 max and will significantly improve cardiovascular fitness.

Upper-Body Strength

One of the most exciting aspects of Kranking is its impact on upper-body strength. Studies have demonstrated muscle growth and increased definition, so participants are developing strength while performing an effective cardio workout.

Core Strength

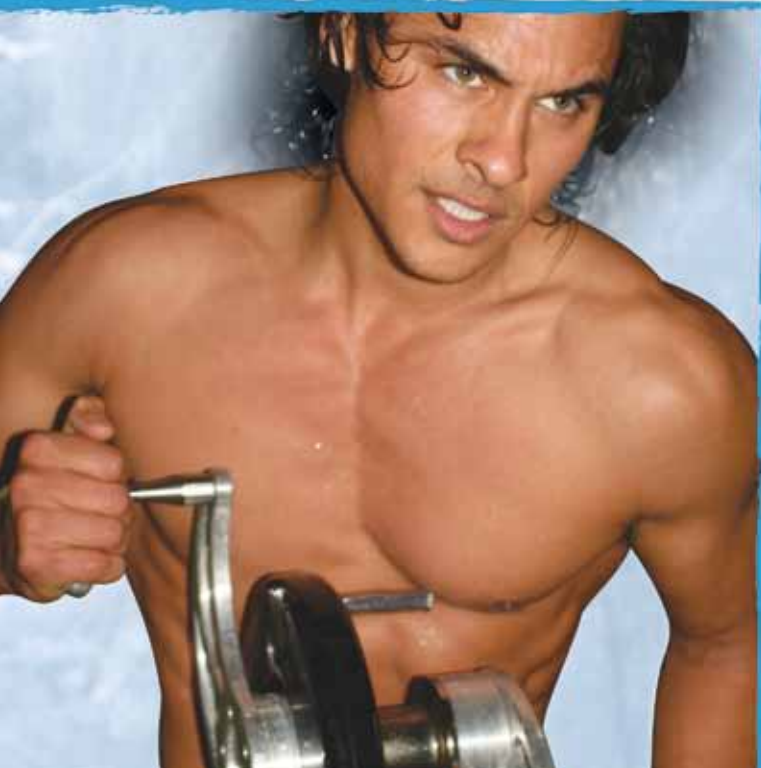
Kranking is a coordinated series of movements performed and reinforced by the activation of the core muscles to stabilize the body. Core strengthening and stabilization facilitates the use of even more muscles to increase the effect on cardio and strength.

Effective Cross-Training

Kranking provides unparalleled benefits for those cross-training for lower-body activities, due to its substantial impact on the cardiovascular system. This allows athletes to train at a high level while resting primary muscles, recovering or rehabilitating after an injury.

Weight Management

Kranking helps burn more calories by increasing the upper-body's ability to use oxygen to burn fat more efficiently. As an added benefit, it also increases resting metabolic rate as a result of improved body composition, for a bigger post-workout calorie burn.



What is **KRANKING®**?

Kranking is the first exercise program to focus on the upper body as a way to build cardio fitness. It represents a new way to build aerobic capacity and upper body strength, burn calories and build core stability. And since it utilizes the upper body instead of the legs, it represents a unique cross-training opportunity for athletes of all types.



COMPETES
with Nothing
COMPLEMENTS
Everything

Krinking in Indoor Cycling Classes

Krinking can be easily integrated into indoor-cycling classes, enabling people to cross-train by performing a segment of the class on the bicycle and a segment on the Krankcycle. Krinking is a great way to expand your fitness programs.

Krinking Fusion Classes

Fusion classes mix multiple training modalities in one session for a fast effective workout. By providing upper-body, cardiovascular and strength training along with core stabilization and conditioning, Krinking is a perfect complement to any form of lower body training, making it ideal for a fusion format.

Power Krinking Classes

The 30-minute Power Krinking format uses seated and standing movements incorporating arms, shoulders, chest, back, ab and core muscles. Power Krinking uses the Krankcycle exclusively, and offers your members a unique, full-body training session in just 30 minutes.

Krinking with Trainers

Trainers can incorporate the Krankcycle into their existing training formats. Not only is it a great alternative to traditional weight lifting, it is also a means to rehabilitate clients following shoulder injuries, and a great cardio alternative for those recovering from lower-limb injuries. Krinking gives your trainers new ways to attract clients while keeping your personal training program on the cutting edge.

Individual Krinking

Using the Krankcycle comes naturally, largely because the movements are so easily learned. As a result, people quickly feel comfortable creating and varying their own exercise routines on the Krankcycle. Your members want variety, and Krinking can be a new and unique alternative to the treadmill and elliptical on the fitness floor.

Keep

KRANKING

™



KRANKING[®] Knows No Boundaries

Regardless of their fitness goals, Kranking offers your members an entirely new way to work out...without limitations or barriers.

Sport Specific

Kranking offers an ideal cardio cross-training solution for runners and cyclists, allowing them to maintain a high level of cardiovascular fitness while permitting full recovery of the primary muscles. Kranking is also the perfect indoor training option for swimmers and kayakers. In addition to building muscular strength and endurance for sport-specific training, it will help maintain strength and endurance during the off-season. Kranking can help the athlete take his or her training to the next level.

Goal Specific

By challenging the cardiovascular system and the muscles in a new way, Kranking can augment and improve your members' weight loss efforts, boosting overall metabolic rate and increasing the rate of calorie burn during and after exercise.

Special Populations

Kranking is ideal for the gym's many "special populations", including those who are injured, physically challenged, deconditioned, obese or pregnant, as well as anyone with osteoarthritis or recovering from breast cancer that has related lymphedema.

Kranking can help maintain or even improve cardio fitness during the healing period following a lower-body injury.

The Krankcycle is also completely wheelchair accessible. This opens new fitness doors to those who would otherwise have limited exercise options.

Kranking is a great calorie-burner for those who might find weight-bearing exercise too challenging or intimidating. Individuals are able to control the intensity of their workouts, with no impact to ankles, knees, hips or lower back. This also means that most pregnant women can enjoy a fun and safe exercise program throughout their pregnancies.

Studies have shown that Kranking may be effective in relieving the symptoms of Lymphedema, a common condition among those undergoing treatments for breast cancer.



INCLUSIVE Fitness

We believe that those with disabilities--and those who are overweight or challenged by age-related health issues - should have the opportunity to enjoy the physiological, social and psychological benefits of group exercise.

Discovering the athlete in all of us

For tens of millions of people worldwide with physical disabilities, fitness centers can be a daunting environment. The equipment options for these athletes are few; the group exercise choices even fewer.

The Kranking program opens the door to a whole new world of fitness for challenged athletes around the world. The Krankcycle creates unprecedented training opportunities, with a fitness program that is effective, fun and approachable. The Krankcycle is fully wheelchair accessible, enabling people with limited mobility to participate, sharing the same program, using the same equipment, and enjoy the wonderful positive energy of a group fitness environment.

The Inclusive Fitness Initiative (IFI) is a powerful concept centering on developing programs, equipment and people in order to make fitness environments not just accessible but truly inclusive. Johnny G and the Kranking team are committed to supporting and promoting this idea worldwide.



训练

智慧

平衡

和平

耐心

训练

智慧

KRANKING[®] Education and Training

Nearly fifteen years ago, Johnny G embarked on a journey to develop a training system unlike any other.

Johnny knew that for a program to be truly successful, a strong connection with the athletes, trainers, and gym owners who would be using the system was needed. To that end, Johnny pioneered the concept of traveling Master Instructors, training camps, mandatory continuing education and trainer certifications to ensure training quality, provide support, and foster relationships within the fitness community. The result was an unparalleled educational program steeped in science and born of decades of training experience.

Krinking has been created with the same emphasis on knowledge, safety and continuous professional development. Clubs, instructors and individual participants can be assured that the Krinking system of education will continue to provide everything they've come to expect from a Johnny G program: a safe, effective program; a product is of the highest quality; versatile training applications, and the same extensive, reliable educational support that made Johnny G certified instructors the most sought-after fitness professionals in the world.

At the heart of this system is the College of Knowledge, an institution created to develop, research, and oversee all aspects of Krinking education, from instructor training to public outreach.

The College supports a complete fitness and lifestyle community--instructors and enthusiasts alike--addressing the needs of people of all fitness levels and physical ability.

Your facility's investment in the College of Knowledge will help attract and retain members by ensuring the highest standards in instruction, equipment and safety.





Through on-site and on-line training, the College provides:

- On-site training and certification - topics include biomechanics and physiology, best practices and applications
- Web conference training for continuing educations with Kranking Education Representatives
- On-line membership subscriptions to the College community with access to downloadable weekly agenda tips, nutrition information, expert insights, workout variations and music playlists
- Training DVDs and downloadable training modules covering a wide variety of topics including motivation, inspiration, nutrition, martial arts, cycling and life balance
- Seminars, training camps and retreats

“When the mind is open,
the heart will receive.”

Johnny G

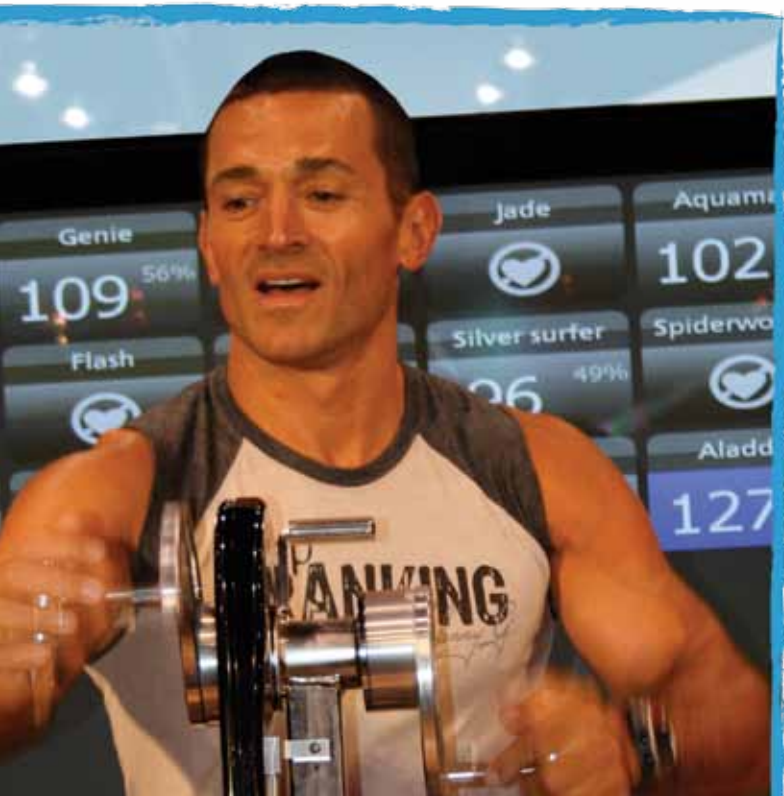


Johnny G ENERGY TRAINING SYSTEM

Johnny G has once again changed the way we think about fitness with a complete program designed to make training fun.

Using visual color cues to gauge and express ones effort level, the Johnny G Energy System Training is an entirely new way to think about exercise. The system makes articulating and measuring exertion levels visual, by using color to represent RPE (rate of perceived exertion) in a way that's intuitive and easy to understand for all users. In addition, a special telemetry system utilizing heart rate monitors, body sensors and video displays is available to take the system to a whole new level.

The system is part of a truly holistic approach that incorporates technology, visualization and music, and delivers an engaging, easy and fun way to train and lose weight.



JoiG KRANKcycle[®] BOUTIQUE

This line of clothing is an expression of our philosophy...a product of my heart and my husband's dreams. It is truly a reflection of our deep spiritual connection, our love of life and each other, and our heartfelt gratitude for all that we have experienced on this journey together.

These are pieces you will love to live, love and play in. Whether you are Kranking, hiking, walking on the beach, or just relaxing, may you feel the warmth, well-being and love with which they were created.

JoiG



训练

智慧

平衡

和平

耐心

训练

智慧

Johnny G
KRANKcycle[®]
by **MATRIX**

Krankcycle inquiries:

Matrix Fitness Systems
1600 Landmark Dr.
Cottage Grove, WI 53527
Toll-Free: 866.693.4863
608.839.8686
www.matrixfitness.com

Education inquiries:

Krankcycle
1482 Easy Valley Rd. Ste. 302
Montecito, CA 93108
Toll-Free: 877.816.1671
805.886.1102
www.krankcycle.com

Copyright © 2009 Five Giri, Inc. All rights reserved.

Krinking[®], Krankcycle[®] and Keep Krinking[™] are federally registered trademarks of Five Giri, Inc.