

Meeting High Expectations of Celebrity Resort Guests

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Challenge.

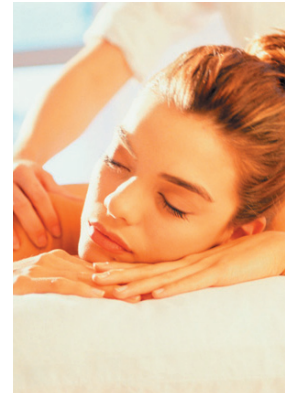
Auberge, who owns and manages luxury resorts and hotels, is that industry's gold standard in customer service. Their price range attracts demanding owners and guests who have very high expectations. Auberge clientele includes actors, actresses and elite athletes who have sophisticated workout regimens and a high sense of style. They train seriously and expect the most up to date choices.

Solution.

Advantage Fitness Products has been exclusive fitness equipment consultants to Auberge since 2001. Because of the aesthetic and functional demands of their celebrity clientele, we have always recommended Precor equipment. Like Auberge, Precor is known for innovative thinking and timeless design. Both are more expensive choices, and both deliver much higher value. Both are environmentally sensitive: Precor treadmills pull less power from the wall. Both are detail-oriented: The Precor 966i has a low profile so it won't interrupt stunning resort views. Both expect the best: even marathon runners can train on Precor.

Results.

Clearly Precor was and will always be the best choice for the upscale clientele at Auberge facilities. Both long-stay fractional owners and short-stay resort guests – whose usage patterns vary – always find the right mix of choices in the fitness center, and the very best equipment from Precor.



"I make a point of defining my client's end-user needs, and then matching products to meet those needs. When the aesthetic and technical expectations are high, I recommend Precor."

– Betsy Jasny, Advantage Fitness Products, Los Angeles, California