Obesity levels are rising dramatically in the UK and it is estimated that by 2010 – just two years from now – 33% of men and 28% of women will be obese. In England alone, obesity is responsible for 9,000 premature deaths per year.1 The Government’s Foresight Programme aims to tackle these issues by engaging local authorities, PCTs, schools and other organisations to undertake initiatives to reduce obesity levels.

It is well-recognised that weight loss is the key motivation behind regular member attendance and it’s that desire to keep that weight off which is a common goal for both men and women. With the high levels of media interest in obesity issues and its growing trend, the demand for effective weight-loss solutions for members is also rising. So it’s up to the club to provide the best fitness equipment it can for effective weight loss in order to meet the expectations of its members and strengthen its proposition to attract and retain high membership levels.

Meet the weight-loss demand

One such piece of fitness equipment that has been proven to deliver significant weight-loss results is the new Adaptive Motion Trainer (AMT), from Precor, innovators of the first elliptical crosstrainer. The AMT has unique “user-defined” motion, which enables users to naturally adjust their stride length, speed and direction without the need to push buttons or change settings. Users can climb with deep lunges, walk with short strides or run with long strides, all in one total-body, zero-impact workout that delivers superior fitness results.

Independent research from the University of New Mexico has shown that the AMT delivers comparable weight-loss results to the treadmill, which has long been recognised as the “gold standard” in the cardio sector. Dr Len Kravitz, who headed the research, Exercise Modality Comparison of Seven Exercise Modes, confirmed that not only does the AMT deliver superior cardiorespiratory fitness results, but it also elicits excellent weight-loss benefits. He said: “For improvement of cardiovascular fitness and the promotion and maintenance of weight loss, the aerobic consumption and kilocalorie expenditure values are of primary importance.” In the graphs opposite, the high levels of oxygen consumption and energy expenditure of the AMT are clearly evident.

References
02. FIA Fact Sheet: Obesity.
03. Results from 10 AMT trial sites in the UK.
The fact that the AMT delivers enhanced benefits compared to most other cardio fitness equipment translates into a more challenging workout. The zero impact on joints means that it is safe to exercise for longer and harder on the AMT, producing faster results and improving cardiorespiratory fitness.

**Giving more opportunities**

James Fern, personal trainer and lecturer at the University of Bath, confirms the fundamental motivation for joining a gym: “Increasingly, the underlying factor that drives people to want to become more physically active is the desire to lose weight and lead a healthier lifestyle.” But, for your club, the AMT is more than an exciting new weapon in the battle of the bulge for members.

The AMT offers a new level of workout customisation and demonstrates a club's determination to provide cutting-edge solutions to its members. Ian Gouldie, group health and fitness manager at Royal Borough of Windsor and Maidenhead, added: “Fundamental to our business is giving members everything they need because if you achieve that, then they are less likely to look elsewhere.”

“At Windsor we have seen that membership numbers are up by about 10% compared to the same time last year and we are certain that the addition of the AMT has contributed to that.”

**The preferred choice**

In recent initial trials around the UK, 84% of people agreed that "the AMT workout was more varied than on other cardio fitness equipment", and 83% of people strongly agreed that "the AMT worked me harder than other cardio machines".

In a marketplace where new ideas are always in hot demand, the AMT stands out, not only for the club but also for the members. Yes, it is technologically advanced and intuitive, but it also delivers what club members want: a varied, total-body workout that results in fast and effective weight loss.