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TITLE: Matrix Launches S-Drive Performance Trainer

CONTENT:

With IHRSA less than a week away, the stage is set for Matrix Fitness to unveil its latest innovation - the S-Drive Performance Trainer. Created to add a new dimension to virtually any circuit training programme, the self-powered treadmill - which has already won an ISPO gold award - offers unmatched versatility, and supports a wide range of intense exercises to keep users engaged, and push their limits.

"The S-Drive Performance Trainer is truly unlike anything else on the market today," said Mark Zabel, Vice President of Global Marketing for Johnson Health Tech. "We worked with some of the world's most demanding coaches and athletes to understand their needs and deliver a product to support sprinting, sled pushing, and agility work that exceeds their expectations."

Designed to deliver the functionality found in self-powered treadmills, weighted sleds, resistance parachutes and harness systems in one space-saving footprint, the versatility of the S-Drive allows coaches to deliver intense sprinting and sled-pushing workouts to athletes while being able to stand alongside them and provide immediate feedback. The design also complements small group training circuits by enabling sprint training, interval training and weighted sled resistance pushes to be completed in restricted spaces.

A parachute brake with eleven resistance levels simulates outdoor parachute resistance, while an adjustable harness allows users a complete range of upper body motion and enables coaches to observe multiple sprint phases. The built-in seven-degree fixed incline helps build strength and explosiveness in sprinters without changing the athlete's natural gait, and no pre-set belt speeds mean that users can match their workout to their personal needs and fitness goals. In addition, the low-inertia design with realistic ground reaction force and quick deceleration enables high intensity interval training, while a dedicated sled bar combined with a sled brake boasting eight resistance settings mimics pushing 270 pounds on natural turf.

Field testing has shown that based on EMG results, the S-Drive Performance Trainer can be used in place of traditional sled pushing and sprinting over ground, enabling athletes to achieve the same muscle activation without the need for excess track or field space. Further tests are currently being carried out by the Sports Science team at Staffordshire University.

For more information about the all-new S-Drive Performance Trainer from Matrix, visit www.matrixfitness.co.uk

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About Matrix Fitness

Matrix Fitness – the fastest-growing commercial fitness brand in the world – is the commercial division of Johnson Health Tech. Matrix is comprised of a complete range of premium, commercial-grade cardiovascular and strength-training equipment for health clubs and other fitness facilities.

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