

concept 2



A PASSION
FOR EXCELLENCE

Indoor Rowing - Exercise for Everyone

The Concept2 Indoor Rower is the best selling rowing machine in the world and is built to last. It is designed to cope with years of extreme, high volume punishment and every machine meets the same rigorous quality control standard. It can be found in almost every gym, rowing club and Olympic training venue in the UK and is fundamental to every rower's training and testing programme. It is also used for cross training within almost every other sport including Formula 1, athletics, sailing, triathlon, rugby, football and basketball.

Rowing on the Indoor Rower is impact-free. You can row as hard or as easily as you want and as a result, thousands of customers every month find rowing on the Concept2 Indoor Rower to be the best full-body workout available. It is suitable for people of all ages and levels of fitness and there are various adaptations that can be added to the machine to make it accessible for people with a large range of disabilities, making indoor rowing a truly inclusive activity.

A Sport in It's Own Right

The Concept2 Indoor Rower is the only fitness machine to have created a sport, indoor rowing, made possible by the unique accuracy of the Performance Monitor. To this day the sport can only take place on Concept2 Indoor Rowers. Every year over 25,000 people around the world compete in indoor rowing races. There are events for all levels of competitor, from the world championships through to casual local competitions, with the world's largest race being the British Indoor Rowing Championship (BIRC). As you will find, indoor rowing can be strangely addictive and it is perhaps for this reason above all others that the BIRC is now the UK's largest one day indoor participatory sports event.

The Indoor Rowing Community

The fitness benefits may be what first attract people to indoor rowing, but it's the camaraderie and sense of community that keep them going. Make sure you visit concept2.co.uk to sign up for our email newsletter and join the conversation on the very active forum. You can download a personalised training programme, participate in the online Challenge Series, log all of your training in your own online logbook and rank your personal bests on the World Ranking. So, whether you row alone or with others, for competition or for fun, there will be something for you on the website.



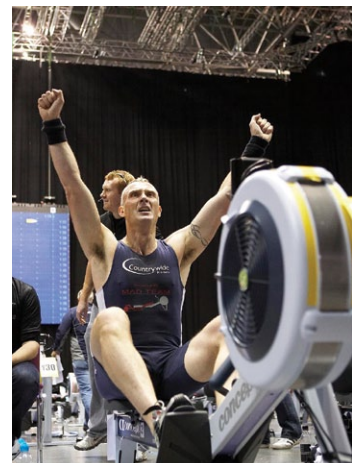
Debbie Flood discovered her talent for rowing on the Indoor Rower and went on to win two Olympic silver medals in the Women's Quad



Robin Gibbons using Functional Electronic Stimulus to row at the BIRC



John Hodgson racing at the 2010 BIRC, proving that at 100 you are never too old for indoor rowing



Nik Fleming setting a new 40-44 Hwt BIRC record in 2008. He is the current World Record holder at six different distances in the 40-49 Hwt category

13st, 8 months and still going... the Richard Gowler story

I began this process in the knowledge that I would not be around for much longer unless I changed the way I was living. I researched into the most effective and maintainable method of improving my fitness and losing weight. This lead me to the conclusion that an indoor rower was the best option. Looking at the wide variety of rowers available I kept coming across the Concept2. So many positive testimonials and recommendations and then when I looked at their website there was Sir Steve Redgrave saying that he used the Concept2. For me, that was all I needed to hear. I have been rowing now for eight months and have not looked back.

The Concept2 in combination with a healthy diet and a more active lifestyle has given me reason to believe that I may be around for some time to come. So far I have lost 13 stone in 8 months. I still have a long way to go but I am confident that as long as I keep rowing and eating well I will get there.

I wholeheartedly recommend the Concept2 rower and the on-line community at <http://concept2.co.uk/forum/>

Richard Gowler



The Concept2 Indoor Rower - The Best Just Got Better

Indoor Rowing is a full body workout and can provide a robust base fitness for almost anyone, whether to complement their training or simply to live a healthier life. This is how it works the body:

- **The Legs:** Each stroke involves full compression and extension of the legs, working the muscles of the calves, thighs, buttocks and hips in a low impact way that is much kinder on the knees than most activities that build leg strength
- **The Core:** Indoor rowing is one of the few activities that will work your 'core' abdominal and back muscles. Fitness experts believe a strong core yields numerous benefits, from a stronger back to better posture
- **The Upper Body:** Indoor rowing will strengthen and tone your shoulders, back and arms
- **The Heart & Lungs:** Because it engages so many muscle groups simultaneously, indoor rowing is great for improving cardiovascular health and fitness

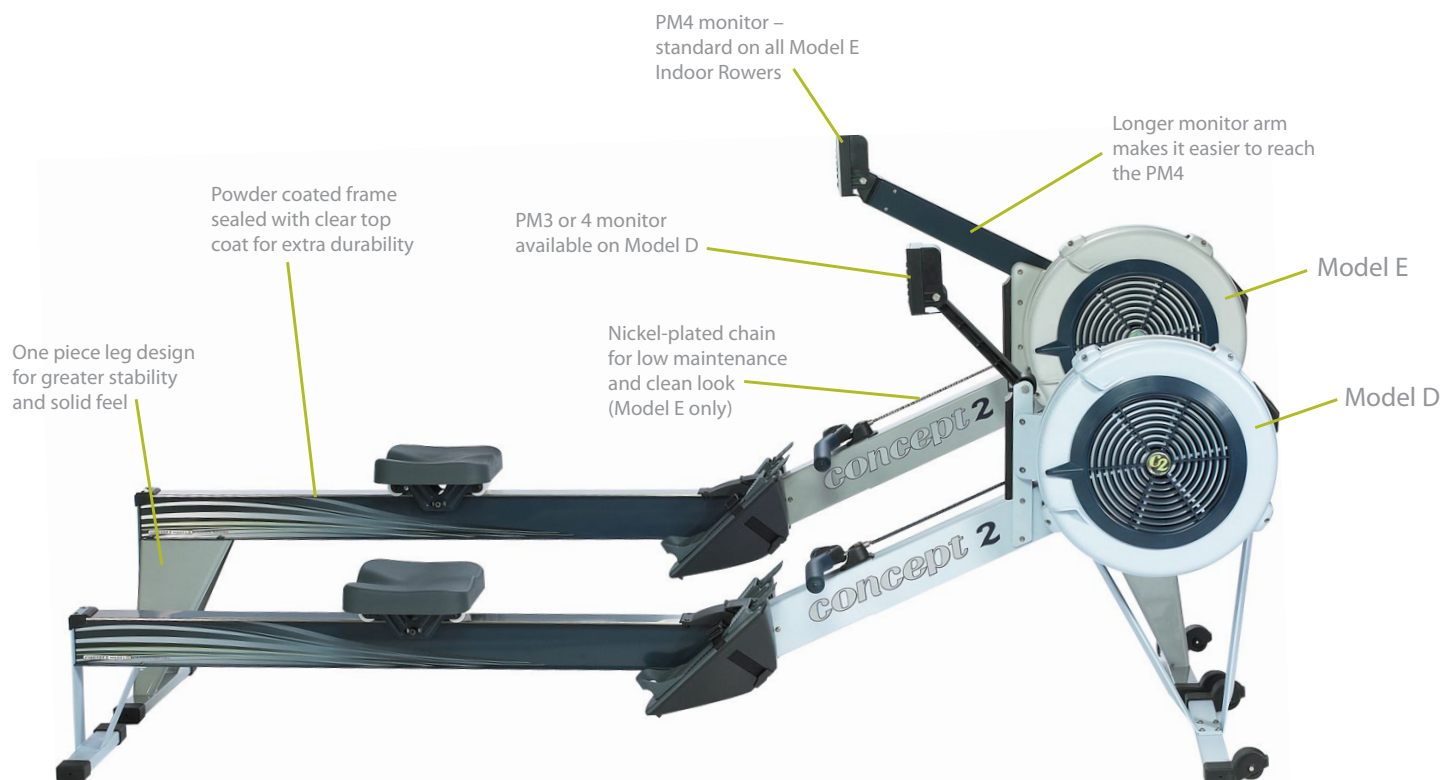
Standard Features on all Indoor Rowers

- Aluminium rail capped with a stainless steel track designed for smooth action
- Flexfoot™ footrests adjust for quick and easy sizing
- Frame lock mechanism makes it easy to separate into two pieces for storage
- Air fan engineered to minimise noise while providing the smooth feel of rowing on water
- Ergonomic handle allows for natural arm and hand position while rowing
- Easily adjustable air damper controls the feel of the rowing stroke
- Caster wheels make it mobile



Separates easily for storage

The Model D & E - our best quality Indoor Rowers yet!



The Model E is the 5th generation of our successful Indoor Rower. It includes all the proven features of previous models plus a range of design upgrades and our most advanced Performance Monitor - the PM4 - to deliver the best indoor rowing experience yet.

	Length	Width	Seat Height	Weight	Space Required For Use	Stored Dimensions	Monitor
concept 2 MODEL E	240cm	60cm	51cm	29.5kg	285cm x 130cm	69cm x 120cm x 137cm H	PM4
concept 2 MODEL D	240cm	60cm	36cm	28kg	285cm x 130cm	90cm x 72cm x 135cm H	PM3 or PM4

Gold Medal Fitness

There aren't many of us who can win a Gold Medal aged 20, and return to the same sport aged 40 aiming to win another in 2012. But that's exactly what **Greg Searle** is attempting.

So how did he regain his fitness whilst juggling a full time job and a young family? He used what little spare time he had wisely...on a Concept2 Indoor Rower.

Not everyone has to have the same level of commitment that Greg has (he snuck away from the celebrations on Christmas Day 2009 to do a 5000m test in the spare bedroom!). For us mere mortals, just 20 minutes three times a week promises improved energy, better fitness, and probably a trimmer waistline.

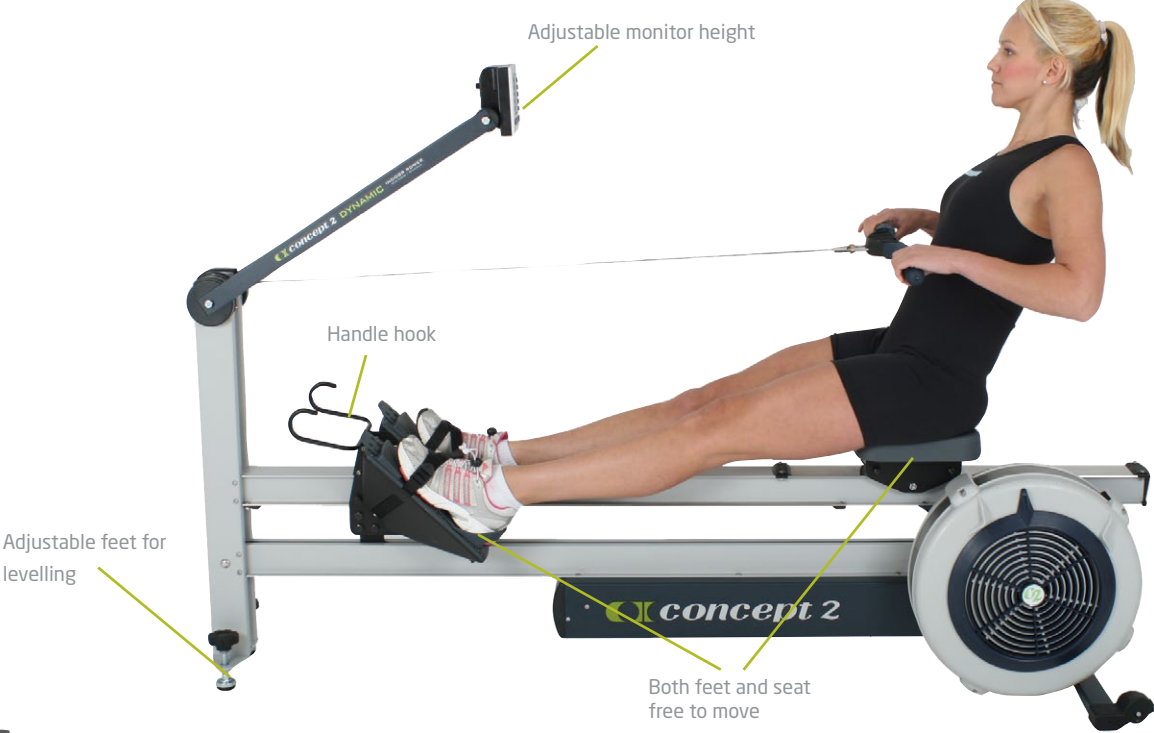
We will be keeping track of Greg's progress, you can see what he has to say at www.concept2.co.uk/greg



The Concept2 Dynamic Indoor Rower



The Dynamic Indoor Rower is designed to meet specific training needs of the competitive rowing athlete. The difference between this machine and the Model D or E is that as you row, your feet do most of the moving rather than the seat. The seat is also free to move, but due to the physics of rowing, the seat movement is minimal.



Features

Here are some things to consider when comparing the Dynamic Indoor Rower to a Model D or E.

The Dynamic Indoor Rower offers:

- A closer simulation of the dynamics of rowing a boat on the water.
- A training and coaching tool that is more sport-specific than the Model D or E.
- Similar feel to rowing on Slides but built as one compact unit.
- A smaller footprint (76 in/193 cm) than either a Model D (96 in/244 cm) or a Model D on Slides (132 in/335 cm).

concept 2 DYNAMIC

Length	Width	Seat Height	Weight	Space Required For Use	Stored Dimensions	Monitor
193cm	61.5cm	53.3cm	29.5kg	285cm x 130cm	69cm x 120cm x 137cm H	PM3 or PM4

The Performance Monitor - Providing Unbeatable Accuracy

Central to Concept2's success is the highly sophisticated Performance Monitor (PM) that is fitted to every Indoor Rower and SkiErg. The degree of accuracy it offers is unique within the fitness world, and has allowed the creation of the sport of indoor rowing, with competitions and a community of enthusiasts all over the world. The accuracy of the data allows you to chart your improvement, which is very motivational and keeps you coming back to the machine time after time.

The Performance Monitor is available in two different versions, the PM3 (not available on the Model E) and the PM4. The Performance Monitor does not require any external power so the Indoor Rower can be used anywhere.

Standard Features and Functions (PM3 & PM4)

- The monitor turns on and gives feedback as soon as you start
- Accurate tracking of performance data: distance, speed, pace, calories and watts
- Five display options: All data, force curve, pace boat/skier, bar chart and large print
- Choose a preset workout or set up a detailed workout of any type
- Save, review or row/ski against previous workout performances
- Play the Fish Game
- Removable LogCard stores workout data and personal preferences
- Integrated heart rate display if optional Polar receiver is purchased
- Power generation feature draws power from your stroke to extend battery life
- Free software available for PC & Mac (for data transfer)

Additional PM4 Features

- Built in compatibility with Garmin and Suunto ANT+ heart rate chest belts (Suunto chest belt supplied with PM4 monitors)
- The computing power and wireless connectivity to support racing up to eight Indoor Rowers fitted with PM4 monitors
- A battery pack which recharges as you row/ski
- Increased memory capacity to allow for future features and expansion
- Play Darts or Target Training for a fun change of pace (as well as the Fish Game)
- Two ethernet ports for use in wired races



Wired or Wireless Racing - PM to PM Communication

For larger races, Indoor Rowers with PM3 or PM4 monitors can be wired together and competitor's progress and results can then be displayed on a big screen using Venue Race software (FREE from the Concept2 website). Using PM4s you can easily link up to eight machines together wirelessly. This takes seconds to set up and is great for impromptu racing in a club or gym.

Concept2 software can be downloaded from our website and can be used for venue racing, internet racing, training, logging data and to upgrade monitor firmware.



The British Indoor Rowing Championships

The Concept2 SkiErg - The Ski and Core Trainer

The Concept2 SkiErg was designed to replicate the poling action used in all types of skiing, but offers much more than that. It provides brilliant core exercises and body conditioning as well as ski specific training.

A Brilliant Core Trainer and Body Conditioner

The range of movements possible on the SkiErg concentrates the work through the upper body and core muscle groups. Exercises strengthen the core muscles, abdominals, back, shoulders, arms and legs, whilst providing a high level of cardiovascular and neuromuscular fitness. They are simple to do, can be performed at very low intensity and provide a noticeable improvement very quickly. In addition to the core and toning benefits the exercise range is superb for developing flexibility, co-ordination, balance and posture.

Get Fit to Ski

Whether you are a cross-country or downhill skier the SkiErg is the perfect training tool for you. It provides the combination of leg and core strength with poling action that is required in all skiing disciplines. In addition to improved fitness, balance and flexibility, using the SkiErg can help you enjoy your skiing trip right to the end.

Free Standing SkiErg



Wall Mounted SkiErg

What we think of using the SkiErg

I have done regular 20-40 minute sessions on the SkiErg for 3 months; over 90% of the sessions at very low levels of intensity. Each session consists of a variety of movements to engage the core muscle groups and legs.

It took a few sessions to master the movements to a point where each one could be repeated effectively and with ever increasing force. I have noticed a marked improvement in my lower back and core strength since I've been doing the exercises. Not only do I leave the gym after each session feeling 'pumped' in my upper body but I have also noticed improved upper body posture and strengthening and toning of my legs.



Simon Larkin - Concept2

concept 2 SKIERG	WALL MOUNTED	Width	Depth	Height	Monitor
		48.3cm	25.4cm	221cm	PM3 or PM4
concept 2 SKIERG	FREE STANDING	Width	Depth	Height	Monitor
		73.7cm	123.2cm	223.5cm	PM3 or PM4

Concept2 History - A Passion for Excellence

Concept2 was founded in 1976 by Pete and Dick Dreissigacker, and has established itself as the world's number one supplier of rowing oars and rowing machines.

The Concept2 story started when the Dreissigacker brothers, fresh out of Stanford University as Product Engineering graduates, saw the opportunity of harnessing newly developed composite materials to create the world's first composite rowing oar. This light, durable product took the rowing world by storm and by the Barcelona Olympics in 1992 every gold medal was won with Concept2 Dreissigacker oars. They were also the oar of choice for Sir Steve Redgrave who won each of his five Olympic gold medals using them. To this day Concept2 remain the world leader in the competitive rowing oar market and still regularly raise the bar with technological refinements to stay out in front.

The Dreissigackers soon turned their attention to the creation of a realistic rowing machine. Their passion for rowing, combined with the need to train during the off-season, inspired the development of the Concept2 Indoor Rower. The rowing machines on the market didn't mimic the rowing stroke accurately and were simply not tough enough to withstand the relentless grind of top class rowers. It was in 1980 that the first Concept2 Indoor Rower was unveiled. For the rowing community it was a revelation, and for the fitness industry a revolution. 30 years on it is the global testing and training tool for all rowers, from Olympic athletes through to schools and clubs. For the fitness industry it has become the standard rowing machine and an essential ingredient in almost every gym today.



Pete & Dick Dreissigacker putting their oars to the test at the Craftsbury Rowing Center, Vermont

The SkiErg - A New Chapter

The secret of our success has been the single-minded passion and focus to develop the perfect product. Now some 30 years on we have applied that same passion for excellence to the sport of Nordic Skiing. The Concept2 SkiErg was born out of a love of cross-country skiing and the unique level of fitness that it affords. It took over 20 years to create, and has already made an impact. The 2010 Vancouver Olympic Organising Committee requested that Concept2 SkiErgs were made available for athletes in the build up to and during competition. Parallels are being drawn with the initial reaction to the Indoor Rower. It's early days yet but with our focus as strong as ever the SkiErg looks set to write a whole new chapter in the Concept2 story and provide a whole new activity for fitness enthusiasts everywhere.

What the creators of the Dynamic Erg have to say about it...

The real advantage of the Dynamic Erg is that it stimulates the dynamics, thus the word Dynamic, of rowing in a boat more closely than the stationary Erg.

It is really designed for training those people who are going to race on water because of the sport specific aspect of the timing between movements.



The Gold Standard

"If you're thinking of getting fitter, losing weight or generally improving your health, in my opinion the single best fitness machine for you is the Concept2 Indoor Rower. Throughout my rowing career, it formed one of the main building blocks of my training. No matter how hard I tried, I could never beat it. It never broke and it never let me down. The quality of the machine, the similarity to rowing on the water and the accuracy of the feedback enabled me to attain a level of fitness and mental toughness far beyond anything I had achieved in my early days. It gave me the confidence to take on the world and, well, you know the rest..."

Sir Steve Redgrave



A Training Revolution

"The SkiErg has turned our training methods upside down. Independent of weather and time of day, highly accurate and repeatable feedback is available. British squad members are queuing up to use the machines we have. An added bonus is the ability to continue hugely productive training during the rehabilitation of athletes with injuries. We're sold. No reservations."

Gordon Seaton, Director of Training at the British Biathlon Academy

< Members of the British Biathlon Team with their SkiErgs



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