

TRUE Fitness Unveils New Cardio and Console Products

TRUE Fitness' next generation of cardio machines and consoles were unveiled at IHRSA 2024. Customers can expect over twenty new pieces of cardio equipment and three consoles featuring new UI to be available this Fall.

The cardio lineup has been organized into a tiered family system. Each family is arranged and positioned to meet the needs of different levels of facilities based on their demands and usage. Many will recognize some of the flagship products TRUE is known for, but there are several new and re-designed products as well. In addition, all the cardio products are being released in a new, modern black color scheme to provide facilities with an upgraded and streamlined look.

"We've completely redesigned and reformulated our cardio lines to better represent our offerings to benefit all markets," said David Trulaske, CMSO. "Customers will experience four new cardio families and three streamlined, user-friendly Android-based consoles.

Apex Series

Introducing the new Apex Series: TRUE's premium cardio line, crafted with over four decades of precise engineering and heritage. Designed for high-volume facilities, this series boasts a sleek aesthetic and robust design. Each piece is constructed to withstand rigorous use, high-intensity workouts, and performance training throughout the years.



The Apex Series includes the Apex Treadmill, Elliptical, Upright Bike, Recumbent Bike, Cross Trainer, and Recumbent Elliptical.

Gravity Series

With the Gravity series cardio products, durability intersects with sleek styling and versatility. Crafted with all users in mind, the Gravity Series meets the needs of a variety of facility types looking for TRUE dependability and aesthetics paired with efficient features to maximize user's workouts.

The Gravity Series includes the Gravity Plus Treadmill, Gravity Treadmill, Elliptical, Upright Bike, Recumbent Bike, Cross Trainer, and Recumbent Elliptical.

Launch Series

Designed to enhance your facility with simple-to-use, commercial-grade features, the Launch family is the perfect solution for space and budget-conscious facilities with its compact styling and robust warranty. Designed with multi-family, corporate, and small hotel environments in mind, the Launch family of products makes it easy for all users to have an efficient and reliable workout.



The Launch Series includes the Launch Treadmill, Elliptical, Upright Bike, and Recumbent Bike.

Vapor Family

Designed and built to withstand the toughest workouts, each piece of the Vapor family provides users with the high-performance and unique features they demand to ensure they're pushed to their limits. Whether your facility caters to elite athletes or dedicated fitness enthusiasts, the Vapor Series ensures each workout is intense and effective.

Stryker Slat Treadmill: The slat design of the Stryker provides a more cushioned feel for runners while providing the facility with a more durable, easy-to-maintain product.

Alpine Runner Incline Treadmill: Known for its ability to incline to 30%, the Alpine Runner is a staple for any facility that wants to provide serious incline training.

Palisade Climber: Designed with both user and facility in mind, TRUE's Palisade Climber provides one of the deepest steps in the industry, is equipped with enhanced safety features, and is easy to service.

Spectrum Elliptical: An all-in-one elliptical that works both upper and lower body for total body training with a large adjustable stride ranging from 13" to 30".

Lateral-X Lateral Elliptical: Utilizes various planes of motion with stepping movement and adjustable, side-to-side motion to build muscular endurance and core stability.

XT-One Cross Trainer: Walk, run, hike, or climb with ten incline levels ranging from hiking to extreme climbing—all without intense impact.

Unite Consoles

While designing the new consoles and UI, TRUE aimed to provide thoughtful, innovative, and functional technology. The new suite of cardio consoles lets you customize your commercial fitness equipment to both your facility and users.

Unite 16": Vibrant 16" screen with state-of-the-art UI that features enhanced speed and performance.

Unite 10": For budget-conscious facilities, the UNITE 10" Touchscreen provides the same vivid screen, improved performance, and features with a smaller screen.

Unite LED: With a sleek and streamlined design, the all-new UNITE LED console offers an even more user-friendly interface and enhanced functionality.

Stand Apart with FITX and HRC

All TRUE treadmills feature the FITX and HRC Systems.



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stay at their target heart. Once the target heart rate is set, the treadmill will automatically adjust speed and/or the gradient of the treadmill deck to keep users at their target.

FITX stands for Foot Impact Transfer System. It is a cushioning and stability system incorporated into the treadmill deck to provide better shock absorption. It provides cushion upon initial impact where your foot hits the belt towards the front, transitioning to a firm, secure surface for push-off with added rigidity farther back. This provides more lateral stability throughout and less stress on the ankles, knees, hips, and back.

The development of brand-new consoles and a tiered cardio system has set up TRUE Fitness for what's to come. "We've positioned ourselves for the future and prepared new cardio equipment built to expand and answer the prospective needs of facilities," said Dennis Schleeper, TRUE Fitness Cardio Product Manager.

For more information, please reach out to your TRUE Fitness sales representative or email marketing@truefitness.com.

All TRUE treadmills feature the FITX and HRC Systems.

TRUE's HRC system allows users to set and stay at their target heart. Once the target heart rate is set, the treadmill will automatically adjust speed and/or the gradient of the treadmill deck to keep users at their target.

FITX: Foot Impact Transfer System

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