Technogym® Wins the Beijing Olympics

All Olympics athletes coming from 205 countries have been training on Technogym fitness equipment during the last four weeks in Beijing.

New Trenton, IN (PRWEB) August 31, 2008 -- After Sydney 2000, Athens 2004 and Turin 2006 Technogym was the Official Supplier for the Beijing 2008 Olympic Games: the fourth consecutive Olympics for Technogym that established itself as a reference company in the sports world. Over 12,000 Olympic athletes from 250 countries, more than the UN countries, competing in 28 sports category, have been training with Technogym during the last four weeks in Beijing.

Technogym has been chosen ahead of other US and local Chinese competitors for "the quality of its vast and complete range of products and services, as well as for the experience it has accumulated in the previous Olympic Games" stated Mr. Liu Jun, Deputy Director of Marketing Department at BOCOG (Beijing 2008 Olympics Organizing Committee).

In Beijing Technogym equipped 20 training facilities including the main fitness centre at the Olympic Village, 17 centres inside the different competition venues and, for the first time at the Olympics, 2 training centres for the journalist at the Main Press Centre and Media Village.

Starting from the opening of the Olympic Village on July 27Th the Technogym centre has always been very popular within athletes and coaches by representing a reference point for both training and socializing. This gym measuring 2.000 sq-mt and equipped with 400 cardiovascular, strength and movement equipment was developed to offer a complete training solution for all sport disciplines: a cardiovascular area fitted with top of the range Excite equipment, a movement area with FLEXability and Kinesis, a strength training area with Selection and the new Pure Strength specifically designed for the performance training of athletes, and a big space dedicated to free weight training. The new FLEXability concept, for the first time at the Olympics, had a huge success among the athletes helping them make their stretching easy and accurate after their long cardiovascular sessions. The second star of the gym was Kinesis allowing athletes of different disciplines to simulate sport specific movements, from volleyball to fencing, from swimming to tennis. Pure Strength have also been pretty crowded thanks to the possibility to perform a free weight style training with the safety of guided movement, very important when training with heavy workloads.

Many international athletes and coaches already training with Technogym in their home countries where very happy to have the opportunity, for the fourth time at the Olympics, to use Wellness System and to be able to keep track of their training data on the TGS key.

At peak hours in the most busy daisy the Technogym facility at the Olympic Village had up to 400 athletes at the same time with a daily attendance of over 5.000 people all managed by a team of 60 Technogym trainers coming from the 5 continents in order to be able to support the athletes with different languages and cultural approaches.

Raffael Nadal, n.1 of the ATP ranking and gold medal in Beijing was one of the frequent gym goers along with the other top tennis players like Jelena Jancovic and Ana Ivanovic from Serbia. All the best volleyball,
basketball, handball, baseball, hockey and water polo teams had regular training sessions in the gym at the Olympic Village.

Alongside with the main fitness centre at the Olympic Village Technogym equipped 17 Centres in the main competition venues allowing athletes warm up before the event: at the Olympic Stadium Technogym developed a solution specifically designed on the field and track needs with some cardiovascular, some lower limbs strength equipment and FLEXability, at Water Cube Swimming Centre the most popular equipment was Excite Top, to warm up swimmers upper limbs before the race, tennis player at the National Tennis Stadium have been using a combination of cardiovascular and Kinesis.

For the first time at the Olympics, in Beijing also journalists had the possibility to move their body regularly and share the Olympic spirit at Main Press Centre, where their editorial offices and work stations were based and at the Media Village where their accommodations was.

Finally, Technogym is also behind the big success obtained by the Chinese team on the medal score; the Chinese Olympic Committee (COC) itself has chosen Technogym as Official Supplier for the preparation of its national teams. Starting from 2006 Technogym has followed the preparation of the Chinese contingent equipping around twenty fitness preparation centres dedicated to the various Chinese sport federations involved in the great Olympic contest.

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