ROWING MACHINE VERSION:

Change the **Why buy from Lifespan Fitness** section to **rowing machines**, so remove spin bikes text.

**Lifespan vs Market**

**LSF Market**

|  |  |
| --- | --- |
| Refined over a decade of customer feedback | Little or No history |
| Australian Owned Company | No ABN provided |
| Fitness Specialists & Enthusiasts | No specialisation – Sells everything |
| Found in major fitness stores & retailers | Only operates on eBay |
| Monday to Saturday Phone Support | No phone support |
| Bonus Fitness Guide to get you started | No fitness guide |

**For all Resistance related images, please try to incorporate Water rowing simulation imagery.**

**Adjustable Elastic Resistance (Only for ROWER306)***Kick up the intensity*

Burn more calories with 4 easy resistance level adjustments

**Variable Manual Resistance (Only for ROWER441)**

Vary your intensity with quick and easy, twist dial resistance changes from 1 to 10 levels.

**Variable Automatic Resistance (Only for ROWER605)**

Our Variable Automatic Resistance system on the ROWER-605 uses a high quality electric motor that allows you to change your workout on the fly with smooth, resistance changes at the touch of a button.

VAR allows you to:

1. Run in-built preset programs such as HIIT (High Intensity Interval Training)
2. Change resistance at the push of a button
3. Set your own workout without having to constantly change resistance.

**Workout Data at a Glance (Applies to ROWER306 & ROWER441)**

Stay in touch with your workout data with a simple, but easy to read LCD display.

**Workout Data at a Glance (Only ROWER605)**

Stay in touch with your workout data with a simple, but easy to read backlit LCD display.   
Our high-tech digital rower is programmed to show the essential data to keep you pushing for more.

**Wireless Heart Rate Monitor (Only ROWER605)**

*FREE Polar™ Wireless Heart Rate Transmitter included*

You’ll be able to continuously monitor your heart rate to see exactly how hard you're working, and allows you to pace yourself at the right intensity for the best results.

**Effective Programs for the Best Results (Only for ROWER605)**

Image – Lists the number of programs like:

* 13 Pre-Set Workout programs
* 4 Custom User Set Program
* 1 Watts program
* 5 Heart rate control Programs
* Body Fat calculator

Description: With ## dynamic and effective programs, it's so easy to get the personal trainer experience and reach your maximum performance right at home. Our programs will guide you on your workout and will handle all interval resistance changes with the VAR system.

**Heavy Duty Magnetic Flywheel (Only for ROWER441 and ROWER605)**

Our Heavy Duty Magnetic Flywheels are appropriately weighted for optimum inertia, making your rows extra smooth.

**Commercial Quality Rollers (For ROWER605)**

Featuring Commercial Quality Rollers, our 4-roller system allows for smooth, quiet yet solid seat sliding during the most intensive rowing workouts.

**Quiet Drivetrain (For ROWER441 and ROWER605)**

Unlike the fan rowing machine equivalent, our reliable Belt Drivetrain matched with our magnetic flywheel system is extremely quiet, making it great for home use as well.

**Durable Rowing Cord (Only ROWER605)**

Having a strong rowing cord is extremely important in a rower, as this component experiences most of the tension and stress during a hard, intensive workout. Our ROWER-605 comes equipped with a strong, Polypropylene Fibre and Latex cord for extra durability.

**Large Footrests (Applies to All models)**

The Large Foot pedals will suit every user, comes with a groove pattern for great grip and can be angled to accommodate your feet & ankle during rows.

**Foldable for Convenient Storage (Applies to All Models)**

Save space by folding up your Rower with ease. With a quick-release pin, you’ll be able to quickly lock or unlock your rowing frame in a matter of seconds.

**4x Other Features**

1. **Transport Wheels & Floor levellers**
2. **Contoured Rowing Seat**
3. **Padded Row Handle**
4. **Phone or Accessory Holder**