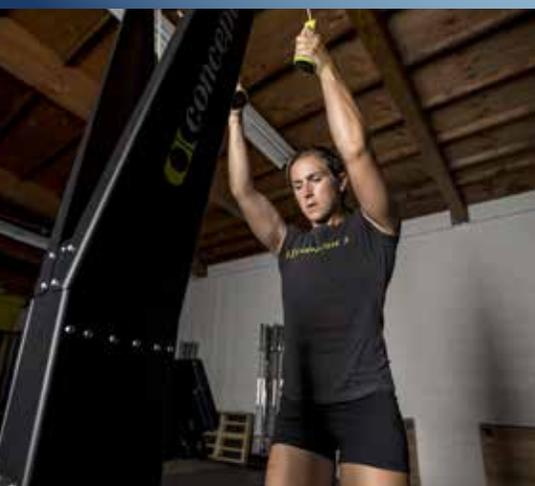




**concept 2**<sup>®</sup>

# PRESS KIT



[f](#) Concept2.Rowing    [t](#) @Concept2    [i](#) @concept2inc

## CONTACT INFORMATION

Meredith Breiland, Marketing - New Customer Development  
105 Industrial Park Drive, Morrisville, Vermont USA 05661

Email: [meredithb@concept2.com](mailto:meredithb@concept2.com)  
Sales: 800.245.5676    Int'l: 802.888.6333    Fax: 802.888.4791



**concept 2**

## CONCEPT2 PRODUCTS SET THE STANDARD

### Dreissigacker Racing Oars

Concept2 is committed to designing and building the best racing oars in the world. No new design is released unless rigorous on and off water testing proves its ability to increase boat speed. To live up to this commitment, every oar is custom built and tested in our Vermont factory. Recent innovations include the Bantam Scull, a lower-priced scull that provides performance and durability. Concept2 introduced the Skinny in 2012, a smaller diameter shaft that decreases wind resistance. We continue to innovate and improve our products in an effort to remain on the leading edge of oar design.



### Model D Indoor Rower

The dependable performance of the Model D Indoor Rower has made it the bestselling indoor rower in the world. Recognized by competitive rowers as the standard for indoor training since 1981, the Model D delivers an outstanding full body workout. It is available in both light gray and black.



### Model E Indoor Rower

Solid and sleek, the Model E offers the same great workout as the Model D plus enhanced presence and durability with its 20-inch frame height and glossy clear coat finish. From a practical standpoint, the higher frame means easier on-and-off for those with mobility considerations and the clear coat finish protects against scratches. It is available in both light gray and black.



## CONTACT INFORMATION

Meredith Breiland, Marketing - New Customer Development  
105 Industrial Park Drive, Morrisville, Vermont USA 05661

Email: [meredithb@concept2.com](mailto:meredithb@concept2.com)

Sales: 800.245.5676 Int'l: 802.888.6333 Fax: 802.888.4791

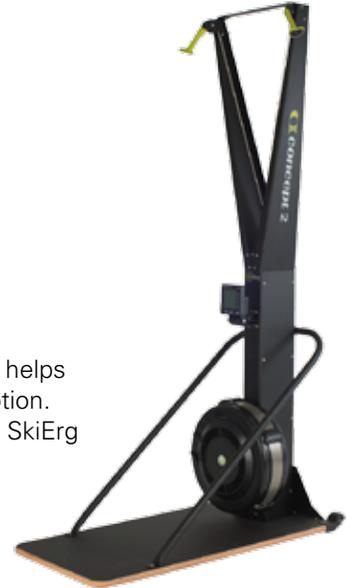
### **Dynamic Indoor Rower**

The Dynamic Indoor Rower offers the closest simulation to rowing on the water and was developed to meet the specific training needs of the competitive rowing athlete. Unlike the Model D and E Indoor Rowers, the footrest on the Dynamic is free to move and there's minimal movement of the seat and body mass throughout the stroke. The Dynamic demands similar concentration and body control to that needed when rowing in a boat, making it an excellent sport-specific training and coaching tool.



### **SkiErg**

The Concept2 SkiErg makes the terrific exercise of Nordic skiing available to everyone. It helps you build strength and endurance by working the entire body in an efficient, rhythmic motion. Skiing is a low-impact, high calorie-burning exercise suitable for all ages and abilities. The SkiErg can be either mounted on a wall or used with a floor stand.



## **FEATURES THAT SET OUR MACHINES APART**



### **The Performance Monitor**

Providing accurate, comparable workout data, the Performance Monitor helps you track and compare your workouts. Additional features include games, racing, heart rate monitoring (optional) and much more! Standard on all machines.



### **The Concept2 Flywheel**

The flywheel responds to your effort on every stroke or pull, so you are in full control of your exertion and resistance at all times. The fully enclosed flywheel design minimizes noise while maximizing a smooth feel.

### **Customer Support**

Our exceptional customer service staff is available to help if you have any concerns, questions on your warranty, or need some motivation.

## **CONTACT INFORMATION**

Meredith Breiland, Marketing - New Customer Development  
105 Industrial Park Drive, Morrisville, Vermont USA 05661

Email: [meredithb@concept2.com](mailto:meredithb@concept2.com)  
Sales: 800.245.5676 Int'l: 802.888.6333 Fax: 802.888.4791



### **A Rowing Legacy**

- Concept2 started in a Vermont dairy barn where Dick and Peter Dreissigacker, fresh from the Olympic rowing trials, began making composite oars in 1976. Today, Concept2 is the leading manufacturer of world-class racing oars, indoor rowers and the SkiErg.
- Concept2's innovative oar designs, from the first asymmetrical blades to the Skinny Shaft, continue to push the boundaries of on water speed and revolutionize the sport of rowing.
- 76% of all medal-winning crews at the 2016 Olympic Games in Rio rowed with Concept2 oars and sculls.

### **World Class Products and Support**

- Concept2 sells factory-direct; all our machines and oars are manufactured and shipped from our headquarters in Morrisville, Vermont.
- We're confident our commercial-grade machines are built to last and can withstand rigorous use in boathouses, training centers, living rooms, hotels, health clubs and military bases around the world.
- Concept2's product line includes:
  - o The bestselling indoor rower in the world, the Model D Indoor Rower.
  - o The Model E Indoor Rower, which sits 20" off the ground for easy accessibility.
  - o The Dynamic Indoor Rower, developed for competitive rowing athletes to more closely simulate on water rowing.
  - o The Concept2 SkiErg, an indoor skiing ergometer for Nordic ski training and general conditioning.
- Concept2 is proud of its reputation for customer service. Our top-notch customer service team is here to help with questions, concerns and training support.

### **High-Tech Motivation**

- All machines are outfitted with a state-of-the-art Performance Monitor (PM5) that accurately tracks workout data including times and distances, force curve and more.
- The new PM5 features a backlit display, USB flash drive (to store performance data or transfer data to your computer) and additional wireless connectivity.
- Free ErgData app (for iOS and Android) provides additional rowing statistics, stores and displays workout results, and uploads to Concept2's free Online Logbook.

### **Exercise for Everyone**

- Concept2 equipment makes two of the most aerobically demanding sports, Nordic skiing and rowing, accessible to athletes of all ages, sizes, and abilities. Indoor rowing and skiing are simple, easy-to-learn exercises that work legs, arms, core, and cardiovascular system.
- Olympic athletes, cardiac rehab patients, and every caliber of athlete in between choose Concept2.
- The Concept2 flywheel puts you in control of the resistance, giving you full control of your exertion, whether in high-intensity workouts such as intervals or CrossFit, long steady endurance or weight-loss workouts.

### **Support and Community to Keep You Challenged**

- Participate in any of Concept2's free motivational tools online such as our logbook, Workout of the Day (WOD), challenges, Million Meter Club, and more!
- Test your rowing mettle against some of the best in the world. Over 40,000 rowers compete in indoor races worldwide each year, including the World Indoor Rowing Championship.
- Test yourself in the SkiErg Sprints, a 1000 meter virtual time trial with participants from around the globe.

## **CONTACT INFORMATION**

## A TALE OF TWO BROTHERS

A tinkerer's paradise: That's what Peter and Dick Dreissigacker were looking for when they located their fledgling company in an abandoned dairy barn in rural Vermont. Fresh from the 1976 Olympic rowing trials, they wanted a place where they could design and test on-water racing oars.

There was just one problem: Winter.

With everything in sight frozen for months on end, the Dreissigacker brothers needed to find a way to stay in top physical shape and train for competitive rowing. Vermont offers plenty of opportunities for recreational and competitive skiing, and the brothers began incorporating Nordic skiing into their training. But snow and weather can be unreliable; so the Dreissigackers set out to create a rowing machine that mimicked the full body workout of rowing on water.

This new rowing machine, named the Rowing Ergometer (or "Erg"), grew into Concept2's first indoor rower: the Model A. The rowing community quickly embraced the brothers' invention. Rowers loved how the indoor rower reproduced the experience of rowing on the water – and non-rowers loved how it worked the entire body in one simple motion. In fact, just a few months after it was introduced, the C.R.A.S.H.-B. rowing club held its first indoor race relying exclusively on Model As. Concept2 now sells the newest generation of indoor rowers, the Model D, Model E, and the Dynamic Indoor Rower.

The brothers are avid Nordic skiers. The Concept2 SkiErg builds ski-specific strength and endurance, provides a quality aerobic workout, and encourages proper and effective Nordic skiing technique—the result of years of experimenting, testing and training for competitive ski racing.

Both skiers and rowers alike share the online community at [concept2.com](http://concept2.com), where more than 40,000 people log on each month to get inspired, track and record workouts, and find motivation. The site provides workout ideas, virtual challenges, and a training forum to share advice and encouragement. This online hub reflects the passion that the Dreissigackers share with their customers and the importance they see in taking care of them.

Since its humble beginnings, Concept2 and its inventions have gone through many refinements. Eventually the company moved out of the barn and into their current Morrisville, Vermont factory. But Concept2 remains very much a tinkerer's paradise.



The early days. The Dreissigacker brothers testing an oar shaft.



Peter and Dick test row in Craftsbury, Vermont.

### CONTACT INFORMATION

Meredith Breiland, Marketing - New Customer Development  
105 Industrial Park Drive, Morrisville, Vermont USA 05661

Email: [meredithb@concept2.com](mailto:meredithb@concept2.com)

Sales: 800.245.5676 Int'l: 802.888.6333 Fax: 802.888.4791