

LifeFitness

FUNCTIONAL CABLE STRENGTH TRAINING



FOR EVERY BODY

LifeFitness

STRENGTH



IS FOR EVERY BODY

MEMBERS ARE LOOKING FOR SPACES WHERE THEY FEEL CONFIDENT



Fitness has entered a new era. Members aren't just looking for equipment that isolates one muscle at a time. They want training that feels practical, adaptable, and welcoming.

For facility managers, this shift creates both opportunities and challenges. The right equipment can improve how members train, shape the flow of your floor plan, and deliver long-term value.

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INCLUSIVE SPACES KEEP MORE MEMBERS ENGAGED LONG TERM

Across generations, people are looking for spaces where they feel confident and supported.

The opportunity is clear: Inclusive spaces keep more members engaged long term. This isn't a niche trend, it's a global shift in how people see strength.

60% of exercisers worldwide now incorporate strength training into their routines.
(MindBody, 2024).

The share of women strength training has grown steadily, with more than **25%** now lifting regularly compared to just **18%** two decades ago.
(NBCU Academy, 2021; Guardian, 2025).

36% of Gen Z already workout in facilities regularly, and another **48%** say they're eager to start when the environment feels welcoming.
(Les Mills, 2023).

74% of people prefer in-person training for its community and accountability benefits
(Corporate Fitness Works, 2023)

Nearly half of americans (**49%**) say they feel judged when entering a gym, especially younger adults impacted by "gymtimidation"
(MyProtein, 2021).

THE SHIFT TOWARD INCLUSIVE STRENGTH TRAINING

The definition of strength training is expanding. What was once centered on heavy weights or fixed-path machines now includes training that builds strength for real life, accessible to every member who walks through your doors.

FOR FACILITY MANAGERS, THAT MEANS DESIGNING FOR MORE THAN JUST ONE TYPE OF MEMBER. STRENGTH SPACES TODAY MUST WORK FOR:

- Beginners who need approachable, non-intimidating options
- Adaptive athletes who require wheelchair-accessible or mobility-supportive equipment
- Older adults who want to maintain balance, bone health, and independence
- Women who are training for health, strength, and empowerment
- Athletes who expect equipment capable of explosive, high-performance work
- Groups seeking small-group or community-driven training experiences

Facilities that create inclusive environments see higher retention, stronger word-of-mouth, and reputations for being ahead of the curve.

Strength training participation continues to rise across all ages. Women, in particular, experience powerful benefits: regular lifting reduces cardiovascular-related death by 30% in women (vs. 11% in men) (NHLBI, 2024).

Gen Z is fueling this shift. Many started training at home during COVID with dumbbells or calisthenics. As gyms reopened, they migrated to traditional weight machines and now they're transitioning into cable systems and plate-loaded equipment that offer greater versatility.

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The Life Fitness Universal Cable is one example of how design is evolving to meet a new demand, combining inclusive features with the adaptability facility managers need to plan smarter, more efficient spaces

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Dan Wille, CPO,
Life Fitness / Hammer Strength





WHY THE UNIVERSAL CABLE STANDS OUT

Facility managers can't afford wasted space. Every piece of equipment must serve as many members as possible while remaining simple to use. That's where cable training stands apart: user-defined paths of motion allow for nearly endless exercise options, building balance, power, and strength, all in a compact footprint.

Together, these features make the Universal Cable more than just another machine. It is a facility-wide solution: approachable for beginners, inclusive for adaptive athletes, challenging for elite performers, and efficient for staff to manage.

In many facilities, the Universal Cable is paired with Life Fitness PWR Play systems or integrated into Life Fitness SYNRGY training zones, creating cable-based hubs that drive engagement and versatility across the floor.



CHAPTER 2

3:1 Cable Ratio



Smooth, accessible resistance that works for rehabilitation and explosive athletic training alike.

One-Hand Adjustments



Every setting can be changed with a single hand, reducing frustration and helping beginners and adaptive athletes train independently.



Compact, Inclusive Design



Optimized Biomechanics



Hundreds of exercise possibilities with safe movement patterns and performance outcomes.

At just over six feet tall (approx 1.8 M) with integrated storage, it fits any floor plan. Certified to ASTM F3021-17 standards, it ensures accessibility for wheelchair users and individuals with mobility needs.



Members now expect equipment that adapts to them no matter their background, ability, or training style.

The Universal Cable was built for every kind of member. One-hand adjustments make it approachable for beginners. Inclusive design supports adaptive athletes. Biomechanics help older adults train safely. And its broad range of resistance keeps athletes and small groups challenged.

Strength training participation continues to climb worldwide (Les Mills, 2023; Guardian, 2025). Older adults are embracing it for independence, while younger members demand variety and performance. Multipurpose equipment like the Universal Cable meets all these expectations in one unit.

DESIGNED FOR

EVERY BODY



As a wheelchair user, the Universal Cable gave me the freedom to complete workouts independently. It opened up a whole new world of fitness and empowerment.

Mckenna Woodhead



LifeFitness



FACILITY MANAGER BENEFITS

For facility managers, space is one of the most valuable resources. The Universal Cable helps you get more from every square foot while supporting the widest range of users.

At just over six feet tall (approx 1.8 m), its low profile opens sightlines and makes your floor feel more open. Integrated storage reduces clutter and keeps accessories accessible. And while its footprint is slightly larger than a traditional dual adjustable pulley, its thoughtful design makes the overall layout more efficient.

Because it can serve so many purposes, trainers can use it for one-on-one coaching, small groups, or self-guided workouts, which helps create new revenue opportunities.

Beyond gyms, hotels and housing communities also benefit. Travelers and residents alike need compact, versatile solutions. The Universal Cable delivers on all fronts: one machine that works for every BODY, making it a clear ROI driver across industries.

MARKET TRENDS & ROI INSIGHTS

Fitness is moving toward equipment that is versatile and inclusive. Members want gyms that feel natural, safe, and welcoming.

The challenges remain clear:

81% of people with a disability report not feeling welcome in fitness spaces
(Athletic Business, 2023).

Nearly **65%** of women avoid gyms out of fear of being judged, compared to **36%** of men
(MyProtein, 2021).

Seniors often feel overlooked, yet report greater confidence and relaxation in specialized, supportive gyms
(The Guardian, 2023).

The opportunities are even stronger:

72% of inclusive health clubs report increased customer loyalty
(Health & Fitness Association, 2023).

51% of inclusive clubs see direct revenue gains
(Health & Fitness Association, 2023).

Members who feel comfortable and supported are more likely to stay long term, driving stronger retention and lifetime value.

From a business perspective, the value is clear:

One Universal Cable can handle the work of multiple training stations in less space.

Its adaptable design keeps it relevant as fitness trends evolve.

Members who feel comfortable and included stay longer, protecting revenue.



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THE BRAND IMPACT

Members notice more than your logo. They notice how your space feels. Adding the Universal Cable signals that your facility is modern, inclusive, and built for movement, for every BODY.



Beginners see that they are welcome.



Adaptive athletes see accessibility built into the design.



Women see a space that prioritizes dignity and safety.



Older adults see tools that help them stay strong and independent.

Highlighting inclusive, versatile equipment strengthens your brand, makes your facility approachable, and reinforces your commitment to meeting every member where they are.

CHAPTER 6



FACILITY MANAGER ACTION PLAN

Here's how to bring inclusivity and versatility into your space:



Plan for access: Consider how a wheelchair user or older adult would move through your space.



Add versatile equipment: Look for gear that covers a wide range of exercises in a small footprint. The Universal Cable does exactly that.



Promote your upgrades: Share member stories and images that highlight your commitment to inclusivity.



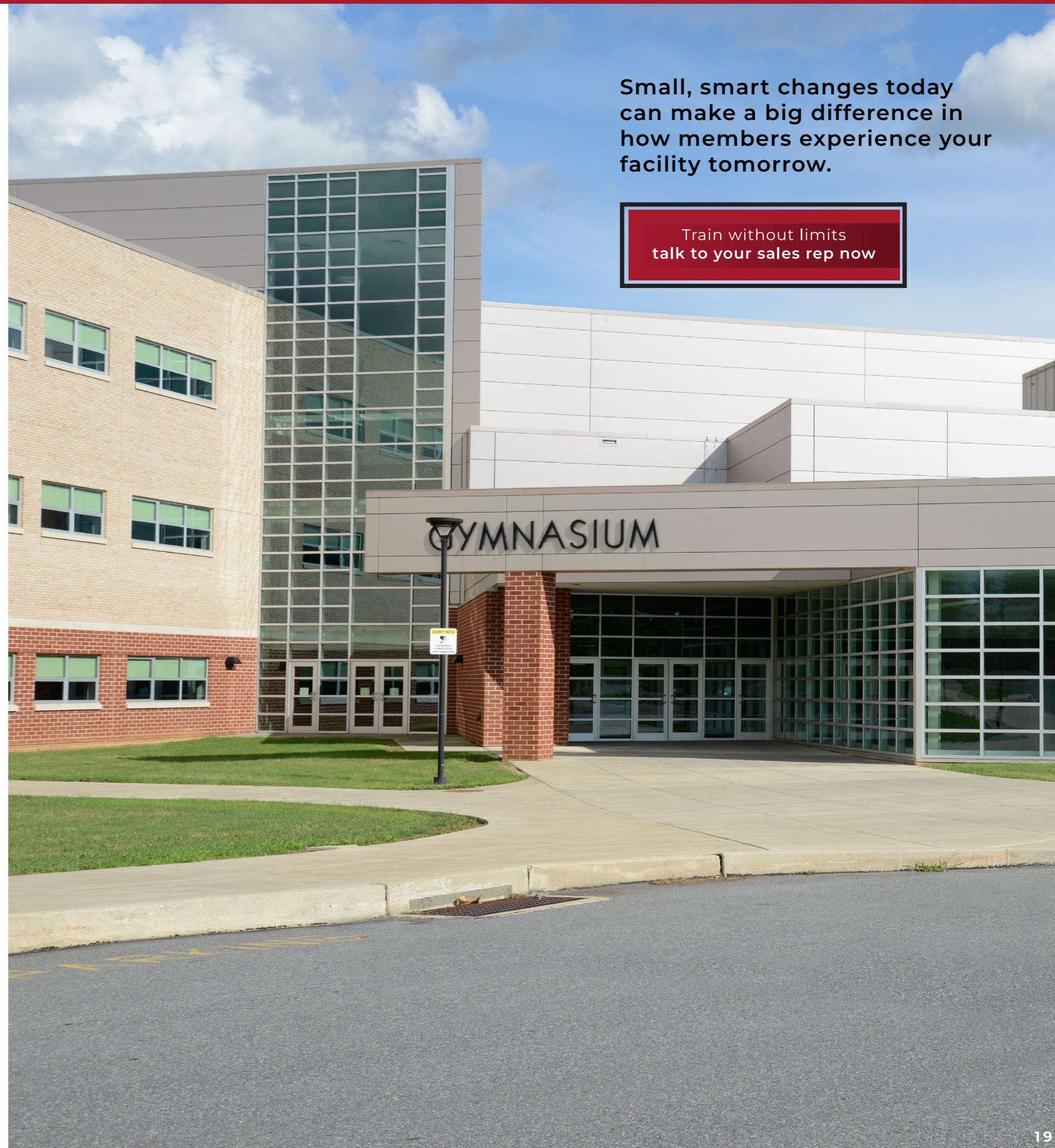
Support your staff: Train employees and onboard members so they feel confident using new equipment from day one.



Track results: Where possible, monitor usage, member retention, and personal training revenue to see the impact.

Small, smart changes today can make a big difference in how members experience your facility tomorrow.

Train without limits
talk to your sales rep now





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