



# GOLFfit™

by  NAUTILUS

 **NAUTILUS**

Nautilus Commercial is part of the Med-Fit Group

"I AM ALWAYS  
TRYING TO  
IMPROVE MY  
CONDITIONING  
SO I CAN BE A  
BETTER  
GOLFER"



Image: golfdigest.com



# BENEFITS FOR THE GOLF CLUB OWNER/OPERATOR



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BENEFITS FOR THE GOLF CLUB OWNER/OPERATOR

Provide an 'in demand'  
**VALUE ADDED** to the club  
membership for both existing  
and potential members.

**GOLFfit**

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BENEFITS FOR THE GOLF CLUB OWNER/OPERATOR

## Alternatively create a profit center by :

- charging a nominal membership fee to the Nautilus conditioning facility
- develop a further income stream through personal training revenue
- apply a program fee for Nautilus GOLFit

**GOLFit**

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BENEFITS FOR THE GOLF CLUB OWNER/OPERATOR

## **DIFFERENTIATE from your competition :**

- By providing a program and a facility that effectively meets the golf conditioning, general fitness and rehabilitation needs of your members.

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# MEMBER BENEFITS



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**Nautilus GOLFFit provides a golf specific program researched by the renowned physiologist and author, Dr. Wayne Westcott.**

**Nautilus GOLFFit has been recommended by golf legend Greg Norman.**

[www.shark.com](http://www.shark.com)



Image: foxsports.com.au



MEMBER BENEFITS

**Increase in strength,  
resulting in a 5.2 mph  
increase in club head  
speed and greater  
driving distance.**



## MEMBER BENEFITS

**A 3.9 lb gain in lean body mass  
resulting in greater Performance Power.**

$$\text{Performance Power} = \frac{\text{Muscle Force} \times \text{Movement Distance}}{\text{Time}}$$

**Driving power can be enhanced by  
increasing muscle force, increasing swing  
distance and decreasing swing time.**

MEMBER BENEFITS

**Increase of leg strength of 60%  
resulting in a strong and stable  
power base for stroke play,  
particularly the swing.**

MEMBER BENEFITS

Improved trunk and thoracic (upper spine) rotation of 24%, resulting in improved force transference throughout the explosive action of the swing.





# GENERAL CONDITIONING BENEFITS

- Fat loss of 4.1 lbs
- Body fat decrease 2%
- Increase in healthy lean muscle mass 3.9lbs
- Reduction in resting blood pressure of 4.5 m Hg.



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# REDUCING INJURY RISK AND REHABILITATION



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REDUCING INJURY RISK AND REHABILITATION

## Most common golf injuries :

Low Back 36%

Elbow and wrist 32%

Shoulder 27%

*American Orthopedic Society for Sports Medicine, 2008*



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REDUCING INJURY RISK AND REHABILITATION

Nautilus GOLFit provides the equipment and exercise protocols to improve the efficiency of trunk and thoracic rotation reducing stress on vulnerable joint structures, particularly the low back, hip and shoulder.



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# SUPPORT RESOURCES

- Nautilus GOLFfit manual (players and operators)
- Nautilus GOLFfit video by Dr. Wayne Westcott
- Nautilus GOLFfit internal marketing flyer
- Power point presentation
- Press release
- Facility analysis and layout plans



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