



The Wellness Company

## Scuderia Ferrari stays fit with Technogym

*After 20 years Technogym continues its partnership with Scuderia Ferrari and set up a bespoke athletic performance program with the most advanced equipment and digital technologies*

**Technogym** - world leading brand in fitness equipment and digital technologies and Official Supplier to the last 8 Olympic Games – has just renewed its long-term partnership with Scuderia Ferrari. The company has been Supplier of Scuderia Ferrari for **over 20 years**, supporting drivers and the entire team in their athletic performance training.

The Italian company has created a bespoke program for Ferrari that includes the most innovative connected smart fitness equipment, training programs, services specifically designed for the athletic preparation of the best athletes and teams in the world.

Technogym has supplied a comprehensive range of fitness equipment to the in-house training facility at Fiorano, which has been developed to ensure that the Scuderia Ferrari Team-train at the highest level through a managed and structured training programme and one corporate training area in Maranello Village, with its most innovative solutions for cardiovascular and strength training.

Beside the racing team, the partnership between the two companies also involves the entire Ferrari community: all Ferrari employees can join Technogym's corporate gym at Maranello Village training center while starting from 2021 Technogym will support also the young drivers of Ferrari Driver Academy, reference point for the drivers of the future, the two brands share the common aim to leave a legacy to the next generations.

The partnership with Ferrari confirms once again Technogym's positioning as the reference brand for the global sports elite and great, virtuous companies that care about the sports activity /wellness of their employees. The support that Technogym offers to Scuderia Ferrari is not only technical as it includes also a wellness and sports consultancy.

### **Technogym**

*Technogym is a world leading brand in products and digital technologies for fitness, sport and health for wellness. Technogym offers a complete ecosystem of connected smart equipment, digital services, on-demand training experiences and apps that allow every single end-user to access a completely personalized training experience anytime and anywhere: at home, at the gym, on-the-go. Over 50 million people train with Technogym in 80,000 wellness centres and 500,000 private homes world-wide. Technogym has been Official Supplier to the last eight Olympic Games and it's the brand of reference for sport champions and celebrities all over the world.*