



Redefining Treadmill Training: Introducing Equinox's Fully Vested Innovation

"Historically, the relationship between health, wellness, and manufacturers has felt purely transactional. But when we launched the Precision Run Treadmill, Woodway and Equinox sparked a ripple effect that reshaped the entire industry. It truly changed everything," says David Siik, Founder and Vice President of Precision Run at Equinox.

Woodway sat down with Siik to discuss Precision Run's newest treadmill rucking class, *Fully Vested*. As the leader of the running category within Precision Run, Siik is responsible for driving the brand's ongoing innovation. His work centers on advancing the experience, performance, and technology that define Precision Run at Equinox.

Equinox is a luxury fitness and health club brand known for its holistic approach to wellness, combining movement, nutrition, and regeneration. With high-end amenities, top-tier personal training, and a wide variety of group fitness classes, Equinox sets the standard in premium fitness experiences. Among its signature offerings is Precision Run, a groundbreaking 45-minute Woodway treadmill-based interval training class designed to improve running performance and burn more calories. Taking the program to the next level is Precision Run: *Fully Vested*—the first rucking-inspired Woodway treadmill class. This innovative workout

incorporates weighted vests, incline climbs, and performance-driven treadmill intervals to build strength, endurance, and improved posture, all powered by the exclusive Precision Vest by Equinox.

The idea for *Fully Vested* first took shape back in 2020, but its launch was delayed due to the pandemic. During that time, Siik noticed someone walking outside in a weighted vest, sparking the realization that rucking was virtually nonexistent in structured fitness programming. Recognizing a unique opportunity, he began developing the industry's first rucking-inspired treadmill class. Having already collaborated with Woodway to design the exclusive Precision Run treadmill—Equinox's first-ever co-engineered piece of equipment—it became clear that future innovations should be built around that platform.

Precision Run's philosophy has never been about chasing trends but rather about predictive innovation: identifying meaningful gaps in the industry and filling them with intelligent, science-based solutions. *Fully Vested* was quietly piloted in select clubs and evolved over several years, gaining traction among members and proving its staying power. The program was initially built using a science-driven interval format and later paired with a proprietary, highly customizable Precision Run weight vest engineered in-house.

While the class can be accessed through the app on any treadmill, the experience is truly elevated on the Precision Run treadmill—complete with integrated screens, dashboards, and now on-demand access—making it a seamless and immersive workout. "When a member steps on a PR treadmill at Equinox, wearing a well-designed weight vest and cues up an on-demand *Fully Vested* class, it's mind-blowing," says Siik. "And that experience exists because of Woodway." In fact, Woodway is the first in-person treadmill to ever host a rucking class, and *Fully Vested* remains exclusive to the Precision Run treadmill—no other manufacturer or brand offers this experience.

The goal of *Fully Vested* is to redefine what walking can look and feel like in a performance-driven fitness environment. Traditionally overlooked in high-intensity training spaces, walking is rarely given the respect or edge it deserves—but *Fully Vested* changes that. Designed as a high-performance walking class, it empowers individuals of all generations to feel strong, capable, and confident. "We want everyone to walk away from this class feeling like a badass," says Siik. Engineered around a custom Precision Run weight vest—one of the most adjustable and

comfortable vests available for men and women—the class also delivers serious health benefits, including increased energy burn, improved bone density, better posture, stronger core engagement, heart health, and a boost in mental confidence. It's a full-spectrum workout that elevates walking into an elite, results-driven experience—while making you look and feel cool doing it.

Woodway treadmills play a critical role in the success of the *Fully Vested* class. The program is built around customized Precision Run 4Fronts—treadmills engineered specifically for Equinox in partnership with Woodway. Each class requires a minimum of 10 Precision Run treadmills, with some of the larger clubs offering up to 15 units per session. Members not only enjoy the experience, but they also recognize the performance difference. “We did a survey last year, and the majority of our members said they prefer Woodway over any other treadmill on the market,” says Siik. “When you introduce people to high-quality products, they learn, they understand, and they stay loyal to them.” The slat-belt design, superior shock absorption, and overall engineering of a Woodway treadmill provide the ideal foundation for a high-performance class like *Fully Vested*. With Equinox now operating 110 clubs, most members know exactly what a Woodway is—and they trust it as the gold standard in treadmill training.

One important thing to highlight is the decision to launch *Fully Vested* as an in-person experience first—a true testament to the integrity and intention behind the program. “Pairing a weighted vest with expertly designed programming on the best treadmill in the world is something we’re incredibly proud of,” says Siik. This approach reflects a deep commitment to staying true to the Precision Run brand—delivering thoughtful, high-performance innovation rather than chasing trends. “Woodway and Precision Run are two of the best examples of pioneers in the fitness market,” he adds. Together, they’ve set a new standard for what treadmill training can look and feel like.

The future is bright for Precision Run, as the team is constantly exploring new ways to innovate and expand the class lineup. “We’ve only just scratched the surface when it comes to collaborations and what's possible,” says David Siik. While staying true to the brand’s science-driven foundation, Precision Run continues to push boundaries—so members can definitely expect more groundbreaking classes and concepts on the horizon.