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WOODWAY and ecofit Announce Strategic Partnership to Bring Equipment Intelligence, Predictive Maintenance, and Utilization Insights to Fitness Facilities

Performance You Can Feel. Intelligence You Can See.

WOODWAY and ecofit today announced a strategic partnership designed to provide fitness operators with unprecedented visibility into equipment performance, utilization, and maintenance across their facilities.

For decades, WOODWAY has built its reputation on delivering premium treadmills trusted by elite athletes, commercial fitness operators, and performance-focused facilities around the world. Operators have long recognized WOODWAY's durability, reliability, and member appeal, but until now, much of that value has been measured through experience rather than data. Through ecofit's industry-leading equipment intelligence platform, that performance is now measurable in real time.

The integration enables WOODWAY treadmills to communicate utilization metrics, equipment health data, and maintenance information directly through the ecofit platform. Whether through ecofit's proprietary hardware connected via CSAFE or through direct cloud-to-cloud API integration with WOODWAY's connected consoles, operators gain a complete view of how their equipment is performing alongside every other asset on the fitness floor.

Together, the partnership delivers insights that help facilities make smarter decisions about equipment investments, optimize floor layouts, improve member experiences, and reduce downtime through proactive service strategies.

Perhaps most importantly, the integration introduces a new level of operational efficiency. Real-time equipment monitoring and automated error reporting allow WOODWAY and facility operators to identify potential issues faster, streamline service workflows, and move closer to a predictive maintenance model where problems are addressed before they disrupt member experiences.

“At WOODWAY, we've always believed the difference in our product is something you feel. Athletes feel it. Members feel it. Operators see it in how often our equipment is used and how long it lasts. Our partnership with ecofit allows us to make that difference visible through data while continuing to deliver the uptime, reliability, and premium experience our customers expect.”

— Eric Weber, Director of Sales & Marketing, WOODWAY USA

“The fitness floor has never been smarter—and neither has the data behind it. Together, ecofit and WOODWAY are helping operators move beyond assumptions and make decisions based on real-world usage, equipment health, and member behavior. The result is a more efficient, data-driven facility that better serves both operators and members.”

— Dave Johnson, Co-Founder and CEO, ecofit

By combining WOODWAY's premium cardio equipment with ecofit's advanced analytics platform, the partnership creates a powerful ecosystem where performance, reliability, and intelligence work together to help fitness facilities maximize equipment investments and elevate the member experience.

The collaboration represents a shared commitment to innovation, transparency, and delivering actionable insights that help operators build facilities that perform better today while preparing for the demands of tomorrow.

For WOODWAY, the partnership reinforces its commitment to delivering not only the industry's premier treadmill experience but also the technology and insights that help operators maximize uptime, simplify maintenance, and better serve their members. For ecofit, it expands its growing ecosystem of connected equipment, providing operators with even greater visibility into how their fitness floor performs every day.

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