



 **RUN2015**
BODYCRAFT

DESIGNED

■ WITH BODYCRAFT **BLU** SERIES TREADMILLS WE PUT THE FOCUS ON YOU

Our Design Team focused on the overall user experience to make the BLU Series Treadmills easy to use and ergonomically correct. By eliminating distracting "bells and whistles", we were able to incorporate construction and features usually found only on Club Models. We didn't stop there. Not only are our treadmills made with the highest quality, we made them look great too by using a matte black color scheme mixed with subtle metallic blue highlights. All around, we designed and built one of the highest quality, attractive, and easy to use treadmills on the market. A treadmill you can be truly proud to own.



OH SO **EASY**

- Oversized high definition Blue LED displays are easy to use and easy on the eye. Our consoles are designed to give the information you seek, from just basics to comprehensive feedback. Our designers wanted to make sure that our consoles are easy for the user to operate on the fly by coating all the touch point buttons with a high gloss coating enabling the user to make an instant visual connection with any of the touch points. All around, we designed and built one of the highest quality and easy to use treadmills on the market so you can focus on reaching your goals instead of the treadmill.

COMFORTABLE

- From our heavy duty platforms, to the i+SC cushioning, to the ergo flared handles, we made comfort a top priority.



UPSCALE

- We packed Blu Series Treadmills with details usually found in more expensive treadmills such as oversized adjustable platform feet.



EFFICIENT

- Built-In features you want including water bottle/accessory holders, and reading racks that hold tablets, phones, or old school devices such as magazines and newspapers.



ENGINEERED

■ WITH BODYCRAFT **BLU** SERIES WE PUT THE MONEY WHERE IT MATTERS

Our Engineering Team kept the same simple focus we have had since we opened our doors in 1994: **QUALITY**. Since we do not rely on gimmicks, we were able to pack the Blu Series Treadmills with proprietary technology, high end electronics, heavy duty motors, all welded thick steel frames, and superior cushioning. We have engineered treadmills that can hold up to everyday running at a price where one can usually only find inferior fold-up designs.

BODYCRAFT EXCLUSIVE **IMPACT+SHOCK** CONTROL TECHNOLOGY™

- Our fully integrated Impact+Shock Control Technology (i+SC) uses a combination of SIX Variable Kinetic Energy Dampeners combined with our Constant Speed Control (CSC) technology to give you superior energy absorbing impact protection with every step you take. We have optimized the walking and running experience by separating the (i+SC) into three different zones.

(**i+SC**) ZONES™



■ **IMPACT ZONE**

This zone is the front 1/3 of your running surface. This zone takes most of the pounding which is why we equipped this zone with two Kinetic Energy Dampeners designed specifically for maximum energy absorption. These elastomers were specially formulated for both running and walking by absorbing the energy transferred from your body while simultaneously dissipating that energy into the frame of the treadmill instead of back into your joints. Combined with our Constant Speed Control (CSC) which constantly measures belt resistance upon impact to ensure proper belt speed and torque, you are guaranteed a smooth, worry free experience.

■ **TRANSITION ZONE**

After the initial foot strike in the impact zone, your bodyweight moves toward the center of the treadmill to the Transition Zone. This zone is equipped with two control Kinetic Energy Dampeners which provide you with a very smooth, controlled transition toward your final push off.

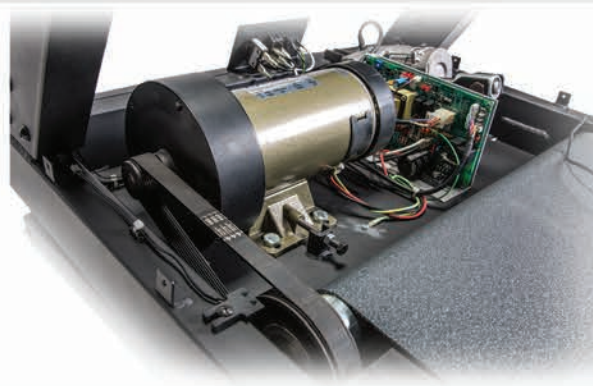
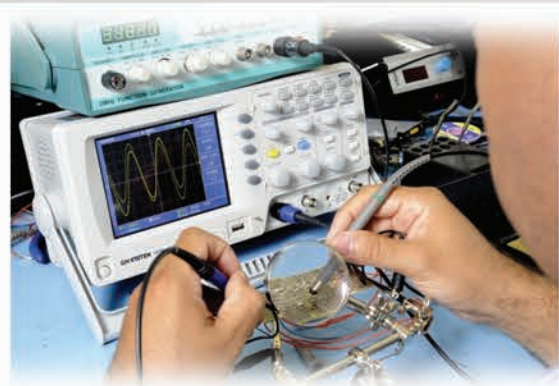
■ **PUSH ZONE**

Positioned on the back 1/3 of the treadmill, the Push Zone is equipped with two firm support Kinetic Energy Dampeners which give you a solid sturdy push off with your rear foot. A firm push off is key to a safe, effective and energizing workout as a treadmill with a softer push off forces your body to work harder forcing premature fatigue.

BUILT

■ BODYCRAFT BLU SERIES TREADMILLS ARE BUILT TO LAST A LIFETIME

The Blu Series project lasted almost 3 years from concept to the first production run. We spent countless hours designing, prototyping, testing, debating, and then redesigning. Final prototypes were built and tested for more than 3500 hours each. We didn't stop there. We custom designed a production line like no other that includes test-as-you-go procedures not found anywhere else.



100% LIFE TESTED

- EACH BODYCRAFT BLU SERIES TREADMILL IS FULLY ASSEMBLED AND GOES THROUGH AN EXTENSIVE 6 STEP HANDS ON TESTING PROCESS BEFORE BEING DISASSEMBLED AND BOXED. While most companies skip this important process, BODYCRAFT ensures each component of your treadmill has been thoroughly tested and approved before you even see it.

SUB ASSEMBLY

Parts such as the console need to be assembled and tested before they can be put onto the treadmill frame.

FULL ASSEMBLY

The components that affect performance such as the console, control board, roller, deck and belt will be assembled onto the treadmill frame for a final test before it is packed.

NOISE FREE INSPECTION

The treadmill is then inspected in an isolated noise free room which enables the quality control inspector to hear any interference noise or unusual sounds while testing the treadmill.

FINAL TESTING

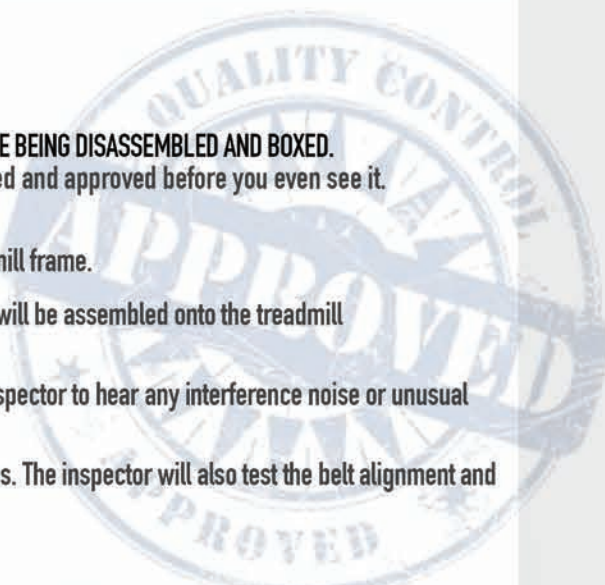
An inspector tests each treadmill for speed and incline accuracy while testing all console functions. The inspector will also test the belt alignment and tension ensuring every treadmill is ready for immediate use right out of the box.

DISASSEMBLY & CLEANING

After the final inspection, each treadmill is disassembled and cleaned for packing.

PACK

The treadmill frame and other parts are then packaged, assigned a specific serial number, and are weighed to ensure there are no missing parts.



BACKED

■ BODYCRAFT BLU SERIES TREADMILLS ARE BACKED BY CARING PEOPLE AND A GREAT WARRANTY

We can guarantee that no other company cares more about your satisfaction. The team members at BODYCRAFT are completely consumed by the strive for perfection. Both in our products and in our relationship with our customers. In fact, when you own a BODYCRAFT product, we think of you as family. We want to sell you more than a treadmill. We want to help you achieve your goals!

SERVICE TEAM

- Our goal in the Service Team is to minimize our role. If the product is built to our standards, chances are you will not need to speak to us. If by chance something does happen to your product we will do everything we can to help you.



BEST WARRANTY

- LIFETIME MOTOR
- 12 YEARS ALL PARTS
- 2 YEARS LABOR
(Warranty can vary. See Comparison Page for details.)



SALES TEAM

- Our goal in the Sales Team is to offer a treadmill that appeals to everyone, yet at a Great Value. Want to Run? No problem. Walk? Got you covered. Reliable? Check. Simple? Yup. Comprehensive? Got that too!



800M TREADMILL

■ COMMERCIAL QUALITY



EXPANSIVE RUNNING SURFACE

- WITH AN INDUSTRY LEADING 63" LONG AND 21" WIDE ACTIVE RUNNING SURFACE, THE 800M IS THE SURE CHOICE FOR THE AVID RUNNING ENTHUSIAST OR DAILY WALKER. NO MATTER YOUR TRAINING STYLE YOU CAN BE CERTAIN THE 800M WILL PROVIDE YOU WITH AMPLE SURFACE AREA PERFECT FOR ANY STRIDE LENGTH.



POWERFUL 3HP MOTOR

- Our internally cooled, continuous duty 3hp motor paired with our integrated Constant Speed Control (CSC) technology provides you with one of the smoothest, most comfortable workouts available. Our high end quality motor runs at very low RPMs which provides a smooth, quiet, and extremely efficient operation.



CONTACT HEART RATE SENSOR

- The 800M comes standard with built in contact heart rate sensors. The ergonomically correct position of the sensors forces a natural hand placement which allows you to easily monitor your heart rate while exercising or at rest. The 800M also has the ability to monitor your heart rate wirelessly with our optional chest strap.



ACCESSORY/WATER BOTTLE HOLDER

- Dual oversized accessory holders were designed with your workout in mind. The forward placement of the holders allows you to easily and safely reach what you need during your workout.



1350 LB INCLINE THRUST MOTOR

- Our thermally protected linear actuator motor provides you with 1350 lbs of thrust. We designed and engineered the motor for the perfect speed to incline ratio which allows the user or preset program to safely and smoothly change the incline without sudden or unexpected movements allowing you to focus on your workout, not your balance.

■ QUICK SPECS

DRIVE MOTOR	3HP
SPEED RANGE	0.5-12MPH
INCLINE RANGE	0%-15%
USER CAPACITY	400 LBS
RUNNING SURFACE	21"W X 63"L
FLOOR DIMENSIONS	88"L X 33"W X 58"H
UNIT WEIGHT	273 LBS

COMMERCIAL USE WARRANTY
(*See comparison page for details)



800M PERFORMANCE CONSOLE

ROUTINE BUSTER

DESIGN



Designed with the user in mind the console features a matte black finish overlay to reduce glare from overhead lights while only using a high end gloss coating on the input touch points for an immediate visual connection. We use high definition, brilliant blue LEDs for a stunning visual impact and instant data point recognition. All buttons have been positioned for quick and easy operation including the numeric quick keys which allow you to key in your exact speed or incline at anytime during your workout.

PROGRAMS



Do you like to mix up your workouts? The 800M offers you 18 different program options so you'll never get bored of the same old routine. Manual mode with quick start option - 14 Preset programs - 10 Classic - 4 Heart rate controlled - 4 Custom programs - Create your own workout - and Pause Mode with up to 30 min program saver

HEART RATE DEVICES



The 800M features a built-in wireless heart rate receiver as well as ergonomically correct built-in touch sensors located just below the console. The console also features a color guided heart rate indicator that changes color as your heart rate increases which allows you to easily gauge the intensity of your workout.

MESSAGE AND DATA DISPLAY



Data feedback is shown within the lower alphanumeric message center which include -Speed, Avg. Speed, Incline, Time, Distance, Vertical Distance, Pace, Avg. Pace, Calories, Cal/Min, METS, Heart Rate, and % Max Heart Rate. You can quickly and easily select the information you would like to be displayed by simply selecting one of the four corresponding buttons below the message window. The window also displays motivational messages and workout summary when you are finished with your workout.

INCLINE & SPEED DISPLAY



When in manual mode or program mode the large upper left & right windows display your real time incline and speed values allowing you to visually gauge your workout intensity at a glance.

OVERSIZED LED WINDOW



Centered on the top portion of the console the large dot matrix LEDs display your choice of a 1/4 mile track, speed or incline profiles.

CONSOLE SHELL



The shell of the console was designed with dual forward positioned water bottle and accessory holders which allow you to safely and easily reach what you need when you need it. Own a tablet? The shell also features a built-in tablet holder and reading rack perfect for watching movies, reading the news, or using many of the available fitness Apps. Also great for holding your phone, magazines and newspaper.

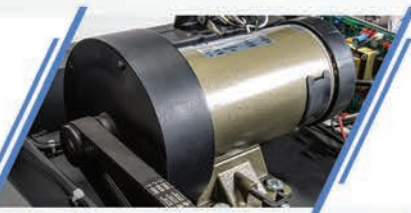


400M TREADMILL

POWER AND PERFORMANCE

PERFECT FOR EVERY FAMILY MEMBER

The runner in your family will appreciate the oversized motor and running surface. The older family members will appreciate the simplicity of use and extra large displays. Every family member will enjoy the variety of workout programs and data feedback.



POWERFUL 3HP MOTOR

Our internally cooled, continuous duty 3hp motor paired with our integrated Constant Speed Control (CSC) technology provides you with one of the smoothest, most comfortable workouts available. Our high end quality motor runs at very low RPMs which provides a smooth, quiet, and extremely efficient operation.



CONTACT HEART RATE SENSOR

The 400M comes standard with built-in contact heart rate sensors. The ergonomically correct position of the sensors forces a natural hand placement which allows the you to easily monitor your heart rate while exercising or at rest. The 400M also has the ability to monitor your heart rate wirelessly with our optional chest strap.



ACCESSORY/WATER BOTTLE HOLDER

Dual oversized accessory holders were designed with your workout in mind. The forward placement of the holders allows you to easily and safely reach what you need during your workout.



600 LB INCLINE THRUST MOTOR

Our thermally protected linear actuator motor provides you with 600 lbs of thrust. We designed and engineered the motor for the perfect speed to incline ratio which allows the user or preset program to safely and smoothly change the incline without sudden or unexpected movements allowing you to focus on your workout, not your balance.



QUICK SPECS

DRIVE MOTOR	3HP
SPEED RANGE	0.5-11MPH
INCLINE RANGE	0%-12%
USER CAPACITY	350 LBS
RUNNING SURFACE	21"W X 58"L
FLOOR DIMENSIONS	83"L X 33"W X 58"H
UNIT WEIGHT	257 LBS



400M PERFORMANCE CONSOLE

THE WORKHORSE

DESIGN

Designed with the user in mind the console features a matte black finish overlay to reduce glare from overhead lights while only using a high end gloss coating on the input touch points for an immediate visual connection. We use high definition, brilliant blue LEDs for a stunning visual impact and instant data point recognition. All buttons have been positioned for quick and easy operation including the numeric quick keys which allow you to key in your exact speed or incline at anytime during your workout.

PROGRAMS

The 400M offers you 16 different program options so you will always be able to mix up your routine. Manual mode with quick start option - 12 Preset programs - 8 Classic - 4 Heart rate controlled - 4 Custom programs - Create your own workout - and Pause Mode with up to 30 min program saver

HEART RATE DEVICES

The 400M features a built in wireless heart rate receiver as well as ergonomically correct built-in touch sensors located just below the console. The console also features a color guided heart rate indicator that changes color as your heart rate increases which allows you to easily gauge the intensity of your workout.

TRIPLE WINDOW DATA DISPLAY

Data feedback is shown within the lower three display windows which include - (Time, Distance, Pace) - (Calories/Calories per minute) - (Heart Rate and % Max Heart Rate.) You can quickly and easily select the information you would like to be displayed by simply selecting one of the three corresponding buttons below each of the display windows.

INCLINE & SPEED DISPLAY

When in manual mode or program mode the large upper left & right windows display your real time incline and speed values allowing you to visually gauge your workout intensity at a glance.

OVERSIZED LED WINDOW

Centered on the top portion of the console the large dot matrix LEDs displays speed or incline profiles as well as all program profiles.

CONSOLE SHELL

The shell of the console was designed with dual forward positioned water bottle and accessory holders which allow you to safely and easily reach what you need when you need it. Own a tablet? The shell also features a built-in tablet holder and reading rack perfect for watching movies, reading the news, or using many of the available fitness apps. Also great for holding your phone, magazines, and newspapers.



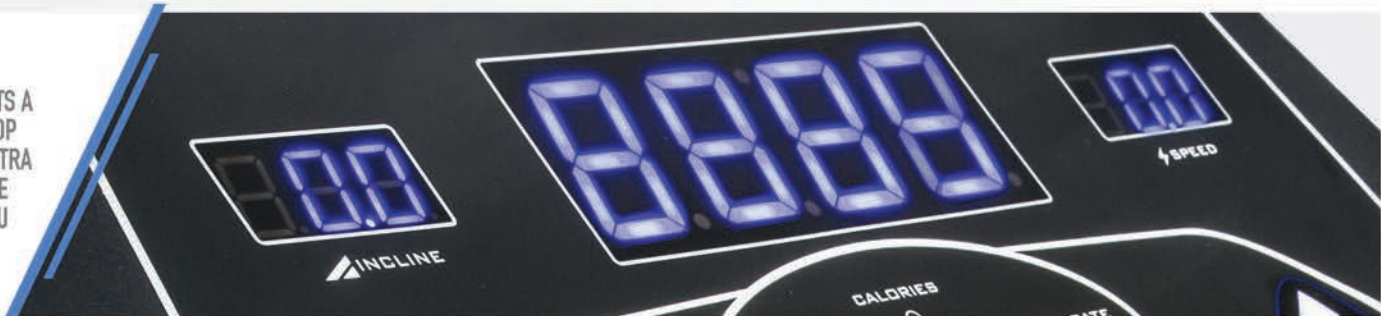
200M TREADMILL

■ SIMPLICITY AT ITS BEST



OVERSIZED INFO WINDOWS

■ THE 200M WAS DESIGNED FOR A USER WHO WANTS A TRULY RELIABLE, WELL BUILT TREADMILL WITH TOP QUALITY COMPONENTS, BUT WITHOUT ALL THE EXTRA FEATURES THEY KNOW THEY WILL NEVER USE. THE 200M'S THREE OVERSIZED WINDOWS PROVIDE YOU WITH THE IMPORTANT INFORMATION YOU NEED WHEN YOU NEED IT.



POWERFUL 2.5HP MOTOR

■ Our internally cooled, continuous duty 2.5hp motor paired with our integrated Constant Speed Control (CSC) technology provides you with one of the smoothest, most comfortable workouts available. Our high end quality motor runs at very low RPMs which provides a smooth, quiet, and extremely efficient operation.



SIMPLE TO USE CONTROLS

■ The 200M features an incredibly easy user interface. Get on and GO! The 200M console features 3 simple pre-installed programs, incline/speed adjustments and a centrally located select button which allows you to toggle through your Time, Distance, Calories, and Heart Rate.



ACCESSORY/WATER BOTTLE HOLDERS

■ Dual oversized accessory holders were designed with your workout in mind. The forward placement of the holders allows you to easily and safely reach what you need during your workout.



600 LB INCLINE THRUST MOTOR

■ Our thermally protected linear actuator motor provides you with 600 lbs of thrust. We designed and engineered the motor for the perfect speed to incline ratio which allows the user or preset program to safely and smoothly change the incline without sudden or unexpected movements allowing you to focus on your workout, not your balance.

QUICK SPECS

DRIVE MOTOR	2.5HP
SPEED RANGE	0.5-10MPH
INCLINE RANGE	0%-10%
USER CAPACITY	325 LBS
RUNNING SURFACE	21"W X 58"L
FLOOR DIMENSIONS	83"L X 33"W X 58"H
UNIT WEIGHT	253 LBS



200M PERFORMANCE CONSOLE

■ GET ON AND GO

DESIGN



Designed with the user in mind the console features a matte black finish overlay to reduce glare from overhead lights while only using a high end gloss coating on the input touch points for an immediate visual connection. We use high definition, brilliant blue LEDs for a stunning visual impact and instant data point recognition. All buttons have been positioned for quick and easy operation including the numeric quick keys which allow you to key in your exact speed or incline at anytime during your workout.

PROGRAMS



Keeping it simple and easy, the 200M offers you 3 different program options. Manual mode with quick start option - 2 Preset programs - and Pause Mode with up to 30 min program saver

HEART RATE DEVICES



The 200M features a built in Polar® compatible receiver - Heart Rate can be displayed within the large LED window with optional Heart Rate Belt

OVERSIZED DATA DISPLAY LED WINDOW



Data feedback is shown within the centered display window which include - Time, Distance, Calories, Heart Rate and Scan Mode. You can quickly and easily select the information you would like to be displayed by simply pressing the Select button in the center of the console.

INCLINE & SPEED DISPLAY



When in manual mode or program mode the large upper left & right windows display your real time incline and speed values allowing you to visually gauge your workout intensity at any moment.

CONSOLE SHELL



The shell of the console was designed with dual forward positioned water bottle and accessory holders which allow you to safely and easily reach what you need when you need it. Own a tablet? The shell also features a built-in tablet holder and reading rack perfect for watching movies, reading the news, or using many of the available fitness apps.



TREADMILL COMPARISON

■ FEATURES SPECS AND WARRANTY

■ FEATURES/ SPECS

■ DRIVE MOTOR

■ CONTROLLER

■ INCLINE MOTOR

■ ROLLERS

■ DECK

■ BELT

■ RUNNING SURFACE

■ MAX USER WEIGHT

■ ASSEMBLED DIMENSIONS

■ BOXED DIMENSIONS

■ HEART RATE DEVICES

800M



Internally Cooled 3.0 HP Continuous Duty
Speed Range – 0.5–12 MPH (0.1 MPH Increments)

PWM Motor Control With BODYCRAFT Exclusive
(CSC) Technology

Thermally Protected Linear Actuator (1350 lbs of Thrust)
Incline Range – 0%–15% (0.5% Increments)

2.5" Diameter Crowned Rollers with Precision
Sealed Bearings

Rear Mounted 1" Pre-Lubricated Phenolic Cushioned
by 6 Variable Kinetic Energy Dampeners

2 Ply Silicone Impregnated Anti-Static Belt

21"W X 63"L

400 LBS / 180 KGS

88"L X 33"W X 58"H
273 LBS

90"L X 32"W X 18"H
320 LBS

Built In Contact Heart Rate Sensors and Receiver
*Optional Heart Rate Belt Available

400M



Internally Cooled 3.0 HP Continuous Duty
Speed Range – 0.5–11 MPH (0.1 MPH Increments)

PWM Motor Control With BODYCRAFT Exclusive
(CSC) Technology

Thermally Protected Linear Actuator (600 lbs of Thrust)
Incline Range – 0%–12% (0.5% Increments)

2.5" Diameter Crowned Rollers with Precision
Sealed Bearings

Rear Mounted 1" Pre-Lubricated Phenolic Cushioned
by 6 Variable Kinetic Energy Dampeners

2 Ply Silicone Impregnated Anti-Static Belt

21"W X 58"L

350 LBS / 158 KGS

83"L X 33"W X 58"H
257 LBS

85"L X 32"W X 18"H
302 LBS

Built In Contact Heart Rate Sensors and Receiver
*Optional Heart Rate Belt Available

200M



Internally Cooled 2.5 HP Continuous Duty
Speed Range – 0.5–10MPH (0.1 MPH Increments)

PWM Motor Control With BODYCRAFT Exclusive
(CSC) Technology

Thermally Protected Linear Actuator (600 lbs of Thrust)
Incline Range – 0%–10% (0.5% Increments)

2.5" Diameter Crowned Rollers with Precision
Sealed Bearings

Rear Mounted 1" Pre-Lubricated Phenolic Cushioned
by 6 Variable Kinetic Energy Dampeners

2 Ply Silicone Impregnated Anti-Static Belt

21"W X 58"L

325 LBS / 115 KGS

83"L X 33"W X 58"H
253 LBS

85"L X 32"W X 18"H
298 LBS

Built In Wireless Heart Rate Receiver
*Optional Heart Rate Belt Available

■ CONSOLE FEATURES

■ CONSOLE

800M



20 x 8 Dots Brilliant Blue Dot Matrix Profile,
Alphanumeric Message Display with Program
Instructions.
Easy to Select Program Buttons
Numeric Quick Keys for Quick Adjustment
Can be Switched Between English & Metric
Built-In Reading Rack and Accessory/Bottle
Holders

Speed, Avg. Speed, Incline, Time, Distance,
Vertical Distance, Pace, Avg. Pace, Calories,
Cal/Min, METS, Heart Rate, % Max Heart Rate
2 Large Brilliant Blue LED Data Displays for
Speed & Incline Displays .
Message Center Continuously Displays All Vital
Data.
Dot matrix profile displays your choice of 1/4
mile track, speed or incline profiles
HR indicator for HR monitoring

Manual Mode with Quick Start Option
18 Total Programs
14 Preset Programs – 10 Classic – 4 Heart Rate
Controlled
4 Custom Programs – Create Your Own Workout
Pause Mode with 30 Minutes Program Saver

800M



Lifetime/HOME & 10 years/LIGHT COMMERCIAL

12 Years/HOME & 5 Years/LIGHT COMMERCIAL

2 Years/HOME & 1 Year/LIGHT COMMERCIAL

400M



20 x 8 Brilliant Blue Dot Matrix Profile
Easy to Select Program Buttons
5 Large Brilliant Blue LED Data Displays with
Easy to Select Data Buttons
Numeric Quick Keys for Quick Adjustment
Can be Switched Between English & Metric
Built-In Reading Rack and Accessory/Bottle
Holders

Incline, Speed, Time, Distance, Pace, Calories,
CAL/Min, Heart rate & %max HR
Dot matrix profile with two different program
profiles selection (Speed and Incline)
HR indicator for HR monitoring

Manual Mode with Quick Start Option
16 Total Programs
12 Preset Programs – 8 Classic – 4 Heart Rate
Controlled
4 Custom Programs – Create your Own Workout
Pause Mode with 30 Minutes Program Saver

400M



Lifetime/HOME

12 Years/HOME

2 Years/HOME

200M



Simple to Use Console Features Large Easy to
Read Brilliant Blue LEDs
Two 1" LED Windows and One 2" LED window
Easy to Select Buttons
Can be Switched Between English & Metric
Built-In Reading Rack and Accessory/Bottle
Holders

Two 1" LED Windows Dedicated to Speed and
Incline
2" LED displays Time, Distance, Calories & Heart
Rate with Scan Mode

Manual mode with quick start option
3 Total programs
2 Preset programs, 1 Manual
Pause mode with 30 minutes program saver

200M



Lifetime/HOME

12 Years/HOME

1 Years/HOME

■ CONSOLE FEEDBACK

■ PROGRAMMING OPTIONS

■ WARRANTY

■ FRAME/DRIVE MOTOR

■ PARTS/ELECTRONICS

■ LABOR

BLU^{SERIES}



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*We reserve the right to make changes or improvements at any time

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