



STRIDE & STRENGTH

THE RUN READINESS PARTNERSHIP

FRED 
FITNESS  ROAD RUNNER
SPORTS



**WRONG SHOES.
WRONG STRENGTH.
SAME RESULT:
FRUSTRATION.**

Runners often buy
the right shoes but
don't build the
right strength.

**Or they train hard
but in the wrong
shoes.** Both lead to
injury, wasted
money, and
frustration.

INTRODUCING

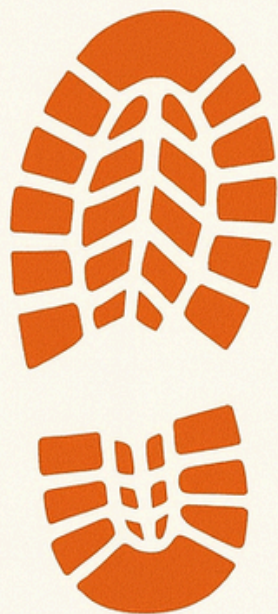
THE STRIDE & STRENGTH LOOP



BETTER RESULTS

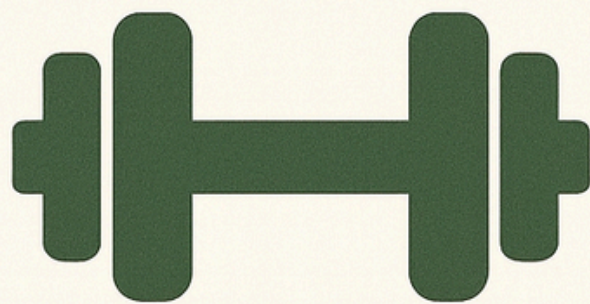
A continuous loop where clients move seamlessly between both brands, getting smarter shoes, smarter training, and better results each time.

COMPLETE PERFORMANCE SOLUTION



ROAD RUNNER

Technical Foundation
(gait & shoes)



FRED FITNESS

Physical Foundation
(strength & mobility)

1

ROAD RUNNER FITZONE

TECHNICAL FOUNDATION



GAIT SCAN

3D FOOT SCAN

FOOTWEAR RECOMMENDATIONS



2

FRED FITNESS EXPERIENCE

PHYSICAL FOUNDATION



**AI POWERED STRENGTH & MOBILITY
ASSESSMENT**



BODY COMP



FLEXIBILITY



ONE STORY. TWO EXPERTS. YOUR BEST STRIDE



Precision footwear fit



Targeted strength
& conditioning



Injury prevention +
performance



BRAND BENEFITS

MORE TOUCHPOINTS = MORE CUSTOMER LOYALTY.

CROSS-REFERRALS = NEW TRAFFIC AT NO EXTRA COST.

**CUSTOMERS ASSOCIATE BOTH BRANDS WITH PERFORMANCE
EXPERTISE, NOT JUST PRODUCTS OR GYMS.**





LIMITED EDITION MERCH



STRIDE & STRENGTH

**YOUR NEXT STEP
TO PEAK PERFORMANCE**

Complimentary Strength
Assessment & Training Consultation
at Fred Fitness

Building on your
Road Runner gait analysis



JOIN OUR COMMUNITY

The Fred Fitness Run Club



Weekly Group Runs



Quarterly Assessments



Priority Event Access



Injury prevention + performance



THANK YOU

FRED
FITNESS

x

