



THE CASCADE STORY

A New Brand With A Remarkable Legacy

Cascade has a long legacy of management experience in producing high quality innovative fitness equipment. President John Post and VP John Kennedy both worked at StairMaster, where one of their success stories was introducing the first LeMond RevMaster group cycling bike. John Post went on to found LeMond Fitness, where he served as company President and CEO for 8 years – with John Kennedy as a key senior manager in helping create this successful brand and product line. After the sale of LeMond Fitness in 2012, Cascade Health and Fitness was founded to continue this legacy of fitness innovation.

WHY CASCADE A Focus On Indoor Cycling Products

At Cascade, the goal is to lead not follow, with innovative products that are affordable, easy to use and deliver 100% customer satisfaction. In this highly competitive market, Cascade's unique area of expertise remains years of experience in the development of high quality, high performing commercial grade indoor group cycling and exercise bikes. In this regard, the manufacturing facility Cascade relies upon has produced over 750,000 group cycles – and is the same facility John has worked with for many years. This continuity in both management and suppliers is why customers can trust Cascade to make long lasting products they can depend upon.

WHY CASCADE Putting Customers First

The guiding Cascade philosophy is to develop and maintain close personal relationships with every customer. As a small company, Cascade is able to go the extra mile. When you work with Cascade, you are working with the principles that often answer the phone directly and follow up personally to troubleshoot any question or concern. Recently the team had pizzas delivered to their fitness stores and dealers so they could express their appreciation for their hard work. At Cascade, the "we try harder" guarantee means outstanding after the sale support.

WHY CASCADE Great Product Value

As a small company with low overhead, Cascade is able to offer another key benefit to our customers – great product value. Cascade offers customers the highest quality performance indoor cycling bikes priced usually up to 20% lower than competitors. This creates better margin opportunities as well as a great sales story and real benefit to end-users.

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