

WaterRower

DESIGNED FOR LIFE

Introducing WaterRower

Long recognized as producing the purest, most realistic simulator of on-water rowing, WaterRower has been dedicated to handcrafting rowing machines of exceptional quality and design since 1988.

With a worldwide network of offices, WaterRower has grown to become a globally recognized brand. We take pride in supporting our customers through a lifetime of rowing.

WaterRower proudly manufactures in the USA; our complete range of wooden models are sourced from sustainably managed hardwood forests of the Appalachian Mountains.



**AMERICAN
MADE**

Fitness Equipment You Can Live With

Smooth, Silent, Stylish and Storable, the WaterRower provides an unrivaled full body workout.

WaterRower's broad model selection offers a style to compliment any environment, from living room to fitness facility.

Storing conveniently upright when not in use, the WaterRower may be moved and stored with ease.



The Ultimate Cross-Trainer

The WaterRower exercises all major muscle groups uniformly, making it the most efficient aerobic workout available.

The WaterRower's fluid, even stroke is superior in its natural replication of on-water rowing, eliminating the unpleasant mechanical fatigue associated with conventional rowing machines.

Other common aerobic exercise equipment such as treadmills, cycles and ellipticals use considerably less muscle mass, burn fewer calories and generate less exercise benefit.

- Burn in excess of 1,000 calories per hour
- Work 84% of your muscle mass
- Target core muscles and strengthen posture, helping to reduce back ailments
- Work joints through a full range of motion, improving joint health and flexibility
- Seated, non-load-bearing and low impact; rowing removes stress on the injury-prone joints of the ankles, knees and hips



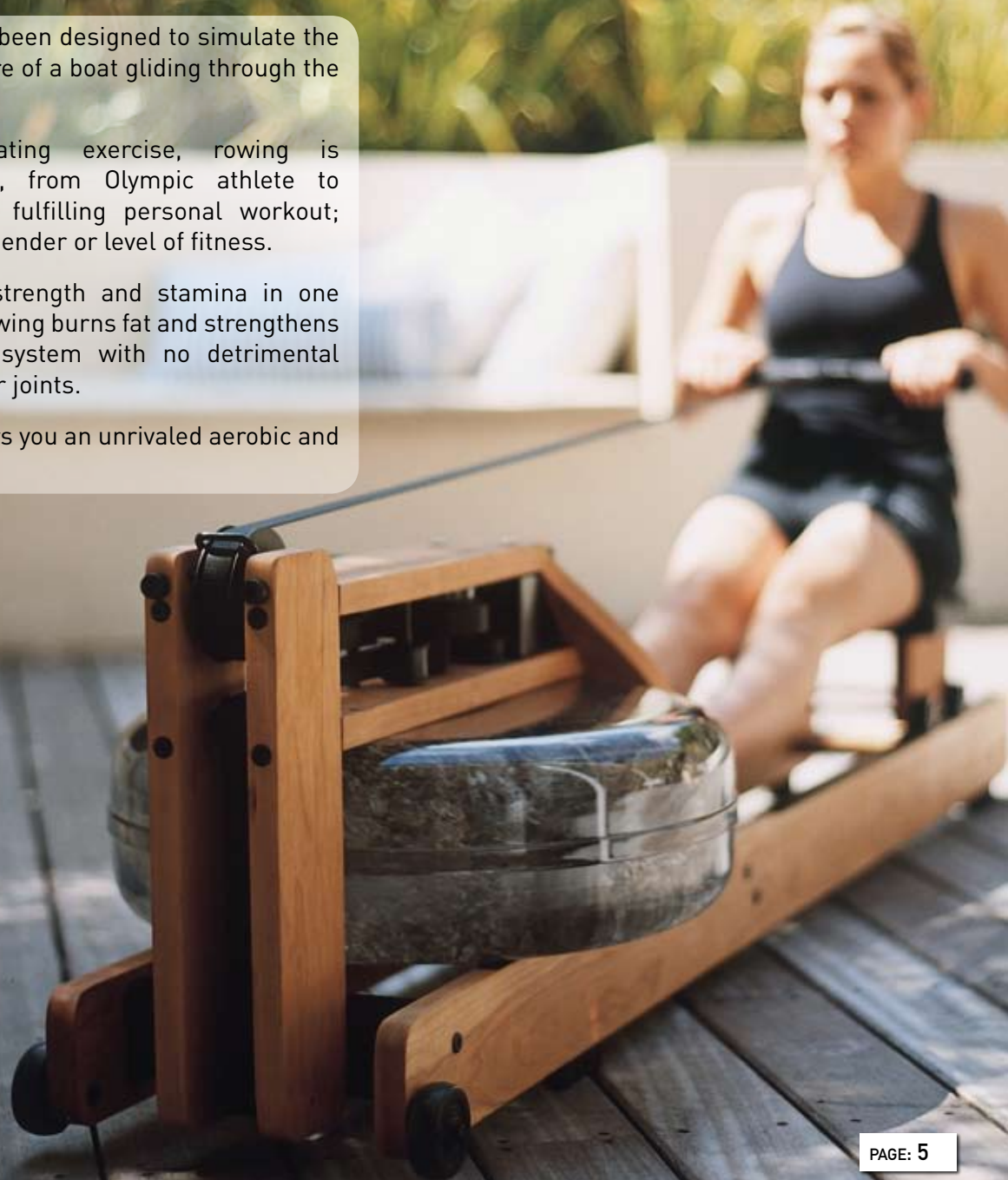
The Perfect Exercise

The WaterRower has been designed to simulate the smooth, flowing nature of a boat gliding through the water.

A truly self-regulating exercise, rowing is ideal for any user, from Olympic athlete to those looking for a fulfilling personal workout; suitable for any age, gender or level of fitness.

Combining control, strength and stamina in one complete exercise, rowing burns fat and strengthens your cardiovascular system with no detrimental impact or load on your joints.

The WaterRower offers you an unrivaled aerobic and muscular workout.



Defined by Quality Design



1

Crafted from premium materials including select replenishable American hardwoods.



2

Enclosed sealed water tank is engineered from durable polycarbonate.



3

Unique WaterFlywheel silently simulates the dynamic of a moving boat.



7

Durable padded seat provides comfort and our unique dual rail models offer added smoothness and stability.



8

Soft rubber feet prevent slipping and damage to your floors.



9

All Monitors have been designed for ease of use and our S4 Monitor is compatible with a range of enhanced software applications.



7

8



4

QuickAdjust footpads cater to a broad variety of users.



5

Ergonomic handle is foam coated for comfort and contoured to fit the natural grip of your hand.



6

Convenient dolly wheels enhance mobility and ease of storage.



5

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WaterRower - Powered by You



The WaterRower's unique WaterFlywheel has been designed to reproduce the precise physical dynamics of a moving boat; the surest way to replicate the physiological benefits and aesthetic pleasures of rowing.

Many rowing machines imitate the action of rowing but do so mechanically and often lack the natural dynamics experienced when in a boat.

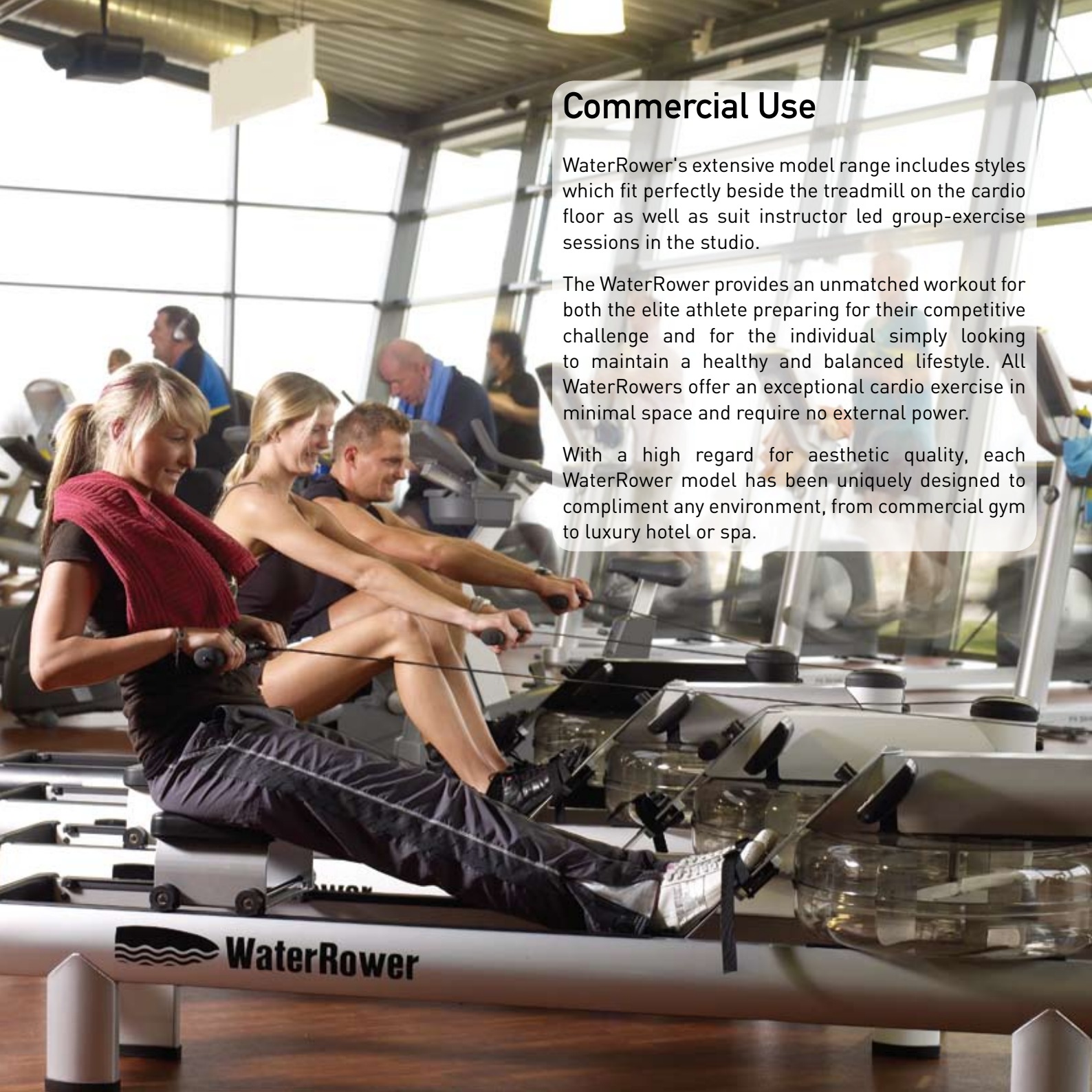
The WaterFlywheel's uniform mass provides an authentic resistance through the entire stroke, spreading the work evenly over the muscle groups.

Because water is 800 times more dense than air, there is no need for unnecessary dampening. The WaterRower's resistance is self-regulating, varying according to the "Rule of Cubes." Doubling the speed requires an eight-fold increase in power and effort. Resistance is therefore infinite and infinitely variable.



Benefits of the WaterRower

- **A Lifelong Investment** – the WaterRower in either wood or metal construction is engineered for life, making it the perfect investment for your health.
- **Unique WaterFlywheel Resistance** – infinitely variable, smooth and natural, the WaterRower's self-regulating resistance is suitable for any user.
- **Award Winning Design** – the WaterRower has won design industry accolades and has been exhibited at *London's Museum of Design*.
- **Soothingly Silent** – the WaterRower is designed to be non-intrusive, distinctly quieter than air resistance rowers, mechanical treadmills and other cardio equipment.
- **Minimal Space** – the WaterRower has a surprisingly compact footprint and stores conveniently upright when not in use.
- **Low Maintenance** – unlike chain driven air rowing machines, there is no need to oil chains or clean vents. Each WaterRower comes supported by an extensive factory backed warranty.
- **No Running Costs** – with no external power required, you can workout wherever you want.
- **Ethically Produced** – handcrafted in the USA from sustainably managed Appalachian Forest hardwoods.
- **Performance Monitors** – designed to be simple to operate with a QuickStart function, while offering a feature-rich range of advanced options for users that desire more information.

A group of people are using WaterRower rowing machines in a gym. The gym has large windows and a modern interior. The WaterRower logo is visible on the front of the machine in the foreground.

Commercial Use

WaterRower's extensive model range includes styles which fit perfectly beside the treadmill on the cardio floor as well as suit instructor led group-exercise sessions in the studio.

The WaterRower provides an unmatched workout for both the elite athlete preparing for their competitive challenge and for the individual simply looking to maintain a healthy and balanced lifestyle. All WaterRowers offer an exceptional cardio exercise in minimal space and require no external power.

With a high regard for aesthetic quality, each WaterRower model has been uniquely designed to compliment any environment, from commercial gym to luxury hotel or spa.

Medical Use

The WaterRower provides a non-impact, non-load bearing workout, ideal for full body development and rehabilitation. The seated position removes the body weight from injury-prone hips, knees and ankles, while the unique WaterFlywheel creates a uniform self-regulated stroke, eliminating the heavy jarring experienced on conventional rowing machines. These features provide an ideal environment for monitoring and testing patient recovery and advancement. The WaterRower is the ideal choice for physiotherapy and sports science practices around the world.



Model Range

Natural Series

Natural

Solid Ash wood frame with honey oak stain and finished in Danish oil. Includes dual rail design, commercial warranty and S4 Monitor.



Club

Solid Ash wood frame with black and rose stain and finished in Danish oil. Includes dual rail design, commercial warranty and S4 Monitor.



A1 Series

A1 Home

Solid Ash wood frame finished in Danish oil. Includes aluminum monorail design, home use warranty and A1 Monitor.



A1 Studio

Solid Ash wood frame with honey oak stain and finished in Danish oil. Includes aluminum monorail design, commercial warranty and A1 Monitor.



Designer Series

Oxbridge

Solid Cherry wood frame finished in Danish oil. Includes dual rail design, commercial warranty and S4 Monitor.



Classic

Solid American Black Walnut wood frame finished in Danish oil. Includes dual rail design, commercial warranty and S4 Monitor.



Indo-Row® Series

Indo-Row® Home

Solid Ash wood frame finished in Danish oil. Includes aluminum monorail design, home use warranty and Indo-Row® Program Monitor.



Indo-Row® Studio

Solid Ash wood frame with honey oak stain and finished in Danish oil. Includes aluminum monorail design, commercial warranty and Indo-Row® Program Monitor.



M1 Series

M1 LoRise

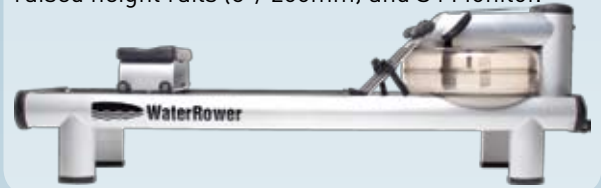
Durably constructed in steel and powder-coated in a variety of colors† to appeal to users taste and needs. Includes dual rail design, commercial warranty and S4 Monitor.



†Standard Colors: Silver, White or Black.

M1 HiRise

Durably constructed in steel and powder-coated in a variety of colors† to appeal to users taste and needs. Includes dual rail design, commercial warranty, raised height rails (8" / 200mm) and S4 Monitor.



Custom Colors: Customer color specified.

Dimensions

A1/ Indo-Row® Dimensions

In Use: H: 20" / 51cm L: 84" / 212cm W: 22" / 56.5cm

Stored: H: 84" / 212cm L: 20" / 51cm W: 22" / 56.5cm

Weight: Dry: 61lbs / 28kg Wet*: 98lbs / 44.5kg

M1 LoRise Dimensions

In Use: H: 20" / 51cm L: 88" / 224cm W: 22" / 56.5cm

Stored: H: 88" / 224cm L: 20" / 51cm W: 22" / 56.5cm

Weight: Dry: 111lbs / 50kg Wet*: 148lbs / 67kg

* Wet weight assumes tank filled to level 17

Wooden Series Dimensions

In Use: H: 20" / 51cm L: 82" / 209cm W: 22" / 56.5cm

Stored: H: 82" / 209cm L: 20" / 51cm W: 22" / 56.5cm

Weight: Dry: 67lbs / 30kg Wet*: 104lbs / 47kg

M1 HiRise Dimensions

In Use: H: 28" / 70cm L: 88" / 224cm W: 22" / 56.5cm

Stored: H: 88" / 224cm L: 28" / 70cm W: 22" / 56.5cm

Weight: Dry: 120lbs / 55kg Wet*: 157lbs / 72kg

See WaterRower.com for shipping dimensions.

Warranty and Service

WaterRower Warranty

Each WaterRower carries a standard one year conditional warranty on the frame and components. An upgrade to a five year frame and a three year component warranty is complimentary upon customer registration.

Support and Service

We have a large library of online resources for WaterRower owners. Owner support can be found at WaterRower.com, as well as contact details for your local WaterRower office, who will be happy to help you with any questions you may have.

Monitor Series

Series 4 Monitor

The S4 Monitor is designed to be user-friendly while providing ample advanced functionality. The monitor displays Time, Distance, Speed/Intensity, Stroke Rate and Heart Rate (with optional sensor).

Speed/Intensity units include: m/s, mph, time/500m, time/2km, watts and cal/h.

Distance units include: meters, miles, kilometers, strokes and calories.

Advanced Functions include: Zone Workouts, AutoStore Program Storage, Manual Program Storage, Projected Distance or Time, Stroke Ratio, Heart Rate Prognostics and more.

Optional Heart Rate modules include Polar or ANT+ technology. The S4 monitor may also be interfaced with a PC for advanced display and monitoring.



Indo-Row® Monitor

The Indo-Row® Monitor has been designed for the Indo-Row® group rowing classes (see page 19). The monitor displays Time, Distance, Calories, Stroke Rate, Speed/Intensity and also features the unique Race/Pace Coach option.



A1 Monitor

The A1 Monitor includes QuickStart functionality and displays a variety of Intensity and Distance Units. The monitor features programmable Time and Distance workouts.

Optional Heart Rate modules are also available.

Monitor Comparison

Features	Series 4	A1	Indo-Row®
Display Fields Units	Time, Distance, Intensity, Strokes per minute, Heart Rate (optional)	Time, Distance, Intensity, Strokes per minute, Heart Rate (optional)	Time, Distance, Intensity, Strokes per minute, Calories
Intensity Units	Meters per second, Miles per hour, Split time per 500 meters, Split time per 2 Kilometers, Watts, Calories per hour	Meters per second, Miles per hour, Split time per 500 meters, Split time per 2 Kilometers, Watts, Calories per hour	Miles per hour, Split time per 500 meters
Distance Units	Meters, Miles, Kilometers, Strokes, Calories	Meters, Miles, Kilometers, Strokes, Calories	Meters
Workout Programs	Distance, Time, Distance Intervals, Time Intervals	Distance, Time	Distance Race/Pace Coach, Time Race/Pace Coach
Optional Heart Rate	✓	✓	✗
Average Intensity Option	✓	✗	✗
Zone Workout	✓	✗	✗
Program Storage	✓	✗	✗
Projected Time and Distance	✓	✗	✗
Ratio Display	✓	✗	✗
Prognostics	✓	✗	✗
PC Interface	✓	✗	✗

Stay Motivated

To help you stay motivated, we continue to develop programs which will allow you to get even more out of your WaterRower.

The WaterRower S4 Monitor has been designed to interface with a personal computer, providing enhanced feedback and display.

Current software offerings include:

- We-Row- Online rowing/training community
- WebRacing- Virtual reality software
- UltraCoach- Data and performance logging
- WaterRegatta- Tournament system

Visit WaterRower.com for the latest additions.



We-Row Online Rowing Community

WaterRower ownership entitles you to join our unique online rowing community, We-Row.

We-Row allows for you to train and compete with members of the community across the globe. Share your experiences and motivations with others from the comfort of your own home.

The application is browser based allowing it to run on a broad variety of operating systems and platforms.



All you need is internet access and the S4 Monitor (which comes complete with the necessary cable).

For further details visit We-Row.com

Education and Support Services

WaterRower's online rowing education and advice program, WaterCoach, is designed to improve user knowledge of the sport and exercise of rowing.

WaterCoach Home

Designed specifically with the individual user in mind, this program provides information and videos for starting out on the WaterRower, guidance on correct rowing technique and suggestions of rowing workouts for all levels of fitness. WaterCoach Home is available to all WaterRower owners after registration.

This program also offers a complimentary online personal training service to all registrants; WaterCoach provides personalized professional advice and guidance to individuals on how best to use the WaterRower in order to achieve their fitness and training goals.

For further details visit WaterCoach.com/home.





WaterCoach Professional

This program is designed for those with a formal background in fitness who have a desire to improve their general knowledge of rowing.

This internet based resource has been developed by Fitness Professionals and World-Class Rowers and Coaches to bridge the divide between non-rowing fitness and the sport of rowing.

The modular construction includes History, Technique, Fault Finding, Stretching, Physiology, Program Design and culminates in a multiple choice examination. Successful completion earns ACE (American Council on Exercise) education credits, allowing you to earn while you learn.

For further details visit [WaterCoach.com/professional](https://www.watercoach.com/professional).

Group Rowing

Developed by International Oarsman/Athlete Josh Crosby and Celebrated Fitness Expert Jay Blahnik, Indo-Row® has taken the fitness industry by storm. Indo-Row® is a one-of-a-kind rowing workout that truly changes the way you think about group exercise.

Working in teams, partners and as one crew, each participant receives top-notch coaching and a transforming, total-body workout that leaves them begging for more.

Easy to learn and appealing to all levels of fitness and abilities, Indo-Row® is perfect for group exercise facilities interested in broadening their offering.



For further details visit IndoRow.com.



Josh Crosby is a World Champion rower, ultra-endurance athlete and competitor in the Ironman World Championships. He is the creator of Indo-Row, an international fitness presenter and certified trainer who has been featured on The Today Show, CNN, and Fox News. Josh serves on the international indoor rowing federation advisory group (FISA) and is a member of Gatorade's G Series Fit Team.

Jay Blahnik is a previous winner of IDEA's Fitness Instructor of the Year Award and was chosen by Shape Magazine as one of the fitness industry's "Icons and Innovators." He is a Nike Athlete, lead member of Gatorade's G Series Fit Team, a BOSU Development Team Member and the Program Developer for Schwinn Indoor Cycling. He has consulted for Apple, Starbucks and GE, and Jay is an Advisor for Equinox Fitness Clubs.



WaterRower in the Media

BAZAAR

“[The WaterRower] provides an all-over workout with minimal impact on the joints. Every major muscle group is used.”

GQ

“Such is the appeal of these machines that they boast owners as diverse as Steven Spielberg, Princess Anne and Larry Mullen of U2... Unlike other rowing machines which are air resistance, the WaterRower uses, well, water, contained in a large transparent drum... Working on it was a joy because the sound of the water gurgling was really pleasant. I could imagine I was actually doing it, out on the water. It’s stable and easy to store...”

**GQ
ACTIVE**

By Sir Steven Redgrave (Five Time Olympic Gold Medallist) “Smooth and very comfortable to use, with a nice pick-up. [The WaterRower] looks great... It’s easy to move around, and even easier to store away - it’s one compact unit and can be stored upright...”

TheObserver

“The undoubted king of the crop is the magnificent WaterRower, a unique rowing machine that manages the unlikely feat of bringing style and substance to this unglamorous field... If general wellbeing and fitness are your targets, this is the perfect machine.”

MensHealth

“If I was going to have one at home this would be it. It looks attractive not like a gym instrument of torture... Rowing, like cross-country skiing, gives an excellent aerobic workout and this machine is the Rolls-Royce of rowers... The WaterRower scored 5 out of 5 in a review of exercise equipment...”

THE SUNDAY TIMES

“The WaterRower] is one of the most stylish pieces of home-fitness equipment. The unique WaterFlywheel creates the sound of lapping waves, giving you the impression that you really are on the river... Verdict: excellent...”

FT
FINANCIAL
TIMES

“Rowing is one of the best forms of exercise there is and the WaterRower emulates the same physical dynamics as rowing, thus not only giving aerobic benefit but also similar pleasure...”

Endorsements



“ Xeno Müller: Olympic Gold and Silver Medalist

I won Olympic gold and silver in the men's single scull and I will keep rowing for my entire life, to stay healthy and be able to chase down my great grandchildren. Now, I am a husband and a father of four and I love rowing at home. The WaterRower is gentle to row and gives me a full body workout. The quiet sound of the water adds harmony to our family life. Rowing at home is a great way to lead by example for my children to adopt exercise as a life style. When I exercise on the WaterRower I feel rejuvenated physically as well as mentally. I look forward to helping others find the same benefits.”

“ Dolvett Quince: Trainer on The Biggest Loser®

I'm a huge fan of the Indo-Row® (A1) Machine by WaterRower and would love for clients, present and future, to share in such an amazing product.”

“ Martin Cross : Olympic Gold Medalist

The Holy Grail for all ergo makers is to find a product that some how captures the feel of rowing in a boat: a smooth 'catch'; a resistance that loads their body just like it does in a boat and a recovery phase that simulates the glide a rower experiences as the boat moves under them. In over twenty-five years of rowing, I've tried all that the market has to offer and there's only one that comes close to capturing the essence of the sport: WaterRower.”



“ Anna Friel : Actress

It's great because with Gracie (my daughter) I can't really get to the gym but with the WaterRower I can just lower it down and have a quick workout while Gracie runs around the house... The WaterRower is a piece of exercise equipment that lasts and actually looks nice. We originally bought it because it's made from this beautiful wood and fitted into our house in Windsor, but it looks great in LA as well ...the added bonus is that if you don't have a gym it tucks neatly behind a door. I love it.”



“ Mark Edgar : British Olympic Team Physiotherapist; London, England

What impressed me most about the WaterRower was the lack of shock loading at the front end of the stroke... the athlete must load biomechanically more efficiently to score well - similar to what is required on the water.”

Accessories

All of these accessories and more can be purchased online at WaterRower.com, as well as by contacting your local retailer or local WaterRower office.



ANT+ Heart Rate Kit

The digital heart rate kit uses ANT+ technology to wirelessly transmit data to your monitor. The ANT+ receiver is available in an internal and external option.



WaterRower Protective Mat

The 90" x 36"/228cm x 91cm mat can be placed under your WaterRower as added protection for your floors or carpets.



Cleaning Kits

A collection of materials and special cleaning agents to keep your WaterRower looking new. Available for Wood, A1/ Indo-Row, M1 and S1 models.



HiRise Adaptor

Available in all WaterRower wood types. The HiRise Adaptor allows you to raise the height of your WaterRower by 8"/20cm, making it easier to access.



Extra Long Rails

The Extra Long Rail option provides an additional 4"/10cm in rail length to accommodate the taller user. Available on all wooden dual rail models.



Starter Kit

Save on WaterRower Accessories with the Starter Kit. This offering includes the Protective Mat, ANT+ Heart Rate Kit and the corresponding Cleaning Kit for your WaterRower.



Experience it for Yourself

Try the WaterRower for yourself at one of our many retail partners. For further information, please visit WaterRower.com or call your local office.

Whether you wish to use the WaterRower at home, at your place of work or within a gym or spa, we have a model to suit your requirements.



United Kingdom

25 Acton Park Estate
The Vale, London W3 7QE
Tel: +44 (0)20 8749 9090
info@waterrower.co.uk
www.waterrower.co.uk

United States

560 Metacom Avenue
Warren, RI 02885
Tel: +1 (401) 247 7742
info@waterrower.com
www.waterrower.com

Australia

46-50 Wellington Road
South Granville, NSW 2142
Tel: +61 (0)2 9681 4221
info@waterrower.com.au
www.waterrower.com.au

For your local office visit WaterRower.com