



Pininfarina designs the new Desmotec machine for athletic training and rehabilitation

Turin, 25 May 2017 - Today, at Pininfarina's headquarters in Cambiano, **Desmotec** presents its new and innovative **range of machines for professional athlete training, functional rehabilitation and fitness designed by Pininfarina.**

Innovation and design find full expression in the partnership established between Desmotec, a leader in the technologies for isoinertial training, athletic preparation, fitness and rehabilitation, and Pininfarina. Starting from the tradition and excellence of Italian design as embodied in the creations by Pininfarina, through an ongoing search for new materials, and the careful conception and engineering of innovative patents, the Desmotec-Pininfarina project team has been able to create a new range of isoinertial machines combining a very attractive appearance with ease of use and maximum versatility, of interest to a multiplicity of sports disciplines, and suitable for use by everyone.



The synergistic work between these two realities of excellence has made it possible to redesign and restyle two isoinertial machines that are totally adaptable, highly innovative and feature an iconic style: **D Pininfarina** and **V Pininfarina**, which are part of the D Line and V Line, respectively. The idea inspiring the restyled versions of these machines is movement: indubitably a key ingredient in the genetic makeup of Desmotec, but also a distinctive element of Pininfarina design and its long-term connotations of speed, sportiness and top performance. The attention of an onlooker is immediately captured by the disk in centre of the machine, around which all the other components gravitate. A vivid red, it represents the heart of the machine: the wheel whose rotary motion is transferred to all the other parts.

References to the automotive world find concrete expression in the presence of the motor, the expressive, motion generating element. Partially exposed, the mechanism is made even more visible and its visual impact is further enhanced by the protective guards arranged around it. Another aspect of great recognisability and character is the arm, present in both machines, with its enveloping design. Under the banner of continuity, it is a unique trait reconciling different requirements and functions in a clearly recognisable shape.

*"Pininfarina's attention to sports- says Pininfarina CEO **Paolo Pininfarina**- has facilitated the collaboration with Desmotec, and the products arising from it embody the best know-how of both brands. In these new machines you can discern the key traits of Pininfarina's style: the search for an aesthetic synthesis, which, in cars and in objects for day-to-day use alike, always strives to combine beauty and functionality, form and technology".*

DESMOTEC proposes the new generation technologies that are based in the physiological dynamics of concentric-eccentric work on the muscles and a special methodology, the Desmotec Training System (DTS), which is key to the optimal application of such technologies in the three major sectors: performance in sports, physiotherapy and fitness/wellness.

By means of the DESMOTEC equipment, the DTS is able to stimulate the muscles while simulating most effectively the specific dynamics of a specific sport, thereby generating a better transfer to



the technical gesture, and can address the day-to-day rehabilitation needs of people who need to recover after an accident or want to get into good physical shape.

About DESMOTEC

DESMOTEC, an Italian company headquartered in Biella, is a leader in the technologies for isoinertial training, physical preparation, training and rehabilitation. DESMOTEC relies on its long-term relationships of collaboration with coaches of international standing (F.I.S.I. *in primis*), professional athletes, physicians, physiotherapists and entrepreneurs who believe in the sector. The basic idea behind DESMOTEC's activities is to propose to the market an innovative element that is based on solid scientific evidence, making it possible to monitor the parameter of the work performed in a context of training, rehabilitation and prevention: desmodromic technology.

Desmotec collaborates with technical partners such as CONI, FIS, FIPAV, FIS, FIGC, FISG, AIPAC, FIC, Jmedical, on the study of innovative protocols for use in evaluating a person's physical conditions (isoinertial incremental test), for rehabilitating and preventive training, and for the development of athletic performance capabilities.

Desmotec has many national and international customers:

- Italian Serie A and Serie B soccer teams - Udinese, Torino, Roma, Juventus, Lazio, Novara, ProVercelli, Virtus Lanciano, Ternana, Benevento
- Premier League - Tottenham Hotspur
- French Ligue 1 teams - Paris Saint-Germain, Olympique de Marseille
- Canadian Major League Soccer teams - Impact de Montréal
- North American Soccer League - Miami FC
- Confederação Brasileira de Futebol - Corinthians, Flamengo, Palmeiras, Vitória
- National Hockey League - Montreal Canadiens, Washington Capitals
- NFL - Indianapolis Colts, Miami Dolphins
- US Ski Team, the American ski federation
- Olympic preparation centres (CONI)
- Professional rehabilitation centres throughout Italy

Among top level athletes we should mention Alessandro Nesta, Christof Innerhofer, the Dufour-Lapointe sisters (ski champions), Justin Gatlin (track & field champion), the Miami Dolphins and the Washington Capitals.

ISOINERTIAL TRAINING

Besides making for greater strength and power, the isoinertial training with alternating concentric/eccentric phases conducted by means of DESMOTEC isoinertial machines also enhances elasticity and neuromotor control over a person's muscles. Regular use greatly reduces the occurrence of muscular lesions.

DESMOTEC machines provide the ideal solution not only for athletes and coaches, but also for physiotherapists, skilled personal trainers, leading-edge fitness centres.

Besides creating innovative equipment, DESMOTEC aims to develop a method for the management of fully monitored, personalised and modular training/recovery programs, making use of advanced software, D-Soft, specially designed for the machines.

DTS - DESMOTEC TRAINING SYSTEM

Nowadays, professional athlete training, physical preparation, rehabilitation and recovery, as well as fitness/medical fitness programs, no longer consist of a set of standard procedures and workouts, they are veritable projects geared to personal goals and abilities: performance, recovery, maintenance, prevention, quality of life.

Starting from these considerations, Desmotec developed the Desmotec Training System (DTS). Inspired by the extreme demands of professional athletes: thanks to this severe testbench, the DTS is



now also available to amateur sportsmen, to people recovering after an accident, to personal trainers and fitness centres with diversified needs.

The DTS method consists of developing programs that use the DESMOTEC machines and exploit the forces of inertia generated by the movements of the user. Dedicated software is able to record the key parameters during the initial tests, periodic assessment tests, and the training sessions, in real time (by means of an encoder), for optimal movement and load control.

The DTS method provides for targeted and calibrated work, with unmatched neuromuscular activation, resulting in more effective stimulation and faster results.

About PININFARINA

Pininfarina is an internationally renowned design firm working on a 360-degree basis and a symbol of Italian style in the world. Pininfarina has created unique designs in the fields of transport, electronics, sporting equipment, furnishings, machinery, consumer products, graphic design and packaging, architecture and interior design. For 87 years, Pininfarina has collaborated with the most prestigious brands, getting across the values of elegance, purity and innovation that have characterised its identity throughout its history, and its unmistakable style translated into timeless icons of beauty. Pininfarina Extra has an office in Italy and one in Miami, Pininfarina of America, dedicated to the US market.

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