



Sales Manual

INTRODUCTION

With the assistance of this manual we hope to explore some of the issues which should be considered when selling the WaterRower. Since we manufacture and distribute only the WaterRower we have been in a position of focusing on explaining a single piece of exercise equipment.

We have the benefit of having discussed the WaterRower with thousands upon thousands of people. In this process we have developed a strong understanding of the misconceptions people have about exercise and the WaterRower.

Here is what we think; we welcome any comments or suggestions that you may have to offer.

Every potential customer we face will have some motive for looking at exercise equipment. This motive will be linked to some desire- getting fitter, losing weight, living longer, etc.

To exceed our customer's expectations we must understand their motives and fulfil their desires to the best of our ability.

Rarely is the customer's desire simply ownership of a piece of fitness equipment. Most often the desire is a new lifestyle.

The greatest difficulty we face as fitness equipment professionals is dealing with the customer's broadly held misconceptions as to what exercise is, what it does and how to achieve one's desired objectives, realising that an ongoing exercise regime is more important than the specific exercise.

While the motive for improving fitness may excite the customer now, it is important to consider what will happen in six months time. The aversions against exercise will gradually increase overpowering the motivation that had previously been so strong.

Poor equipment often leads to an unpleasant perception of exercise, boredom, an aura of discomfort surrounding the task, leading to an irregular exercise regime and the demotivation of not achieving one's exercise goals.

At WaterRower we attempt to confront all these issues. At the heart of our design is a desire to emulate the dynamic of a boat moving through water with the hope of replicating not only the physiological benefits of the exercise, but many of the physiological pleasures as well.

We attempt to inform the customer of the basics of exercise physiology dispelling the fable of "no pain no gain", as collapsing in exhaustion at the end of a workout will have an adverse effect on long term goals. We have highlighted different exercise regimes in the hope that customers will better identify their exercise objectives and adopt a suitable exercise regime.

We have confronted the many "Lifestyle" issues associated with maintaining a regular exercise regime and have designed a machine which is silent, comfortable, aesthetically pleasing and convenient to store, etc.

WaterRower brings together both the aesthetic pleasures of rowing along with the physiological benefits. The machine excels in so many areas it is difficult to decide which is the most important. For simplicity therefore we have separated them into three strongly inter-related regions.

WaterRower

LIFESTYLE

Fitting exercise into life is certainly one of the most important issues facing a customer. The WaterRower has been developed to confront many of the issues of exercise in a modern life. While lifestyle issues may seem incidental the regiment of exercise is more important than the individual workout.

Life- the WaterRower has been crafted from some of the World's finest materials. Every detail has been resolved to compliment the overall design. The WaterRower is unashamedly a piece of "Functional Furniture" designed to fit comfortably into any environment, living area, lifestyle and hence life.

Time- because rowing is a whole body exercise working all major muscle groups simultaneously, it is unrivalled in its time effectiveness. By spreading the exercise over the whole body, rowing optimises the benefit realised for the time spent. Other forms of exercise that exercise isolated muscle groups cannot have the same efficiency.

Space- the WaterRower stands conveniently upright in about the space of a dining room chair, lying horizontal in seconds for ease of use. No need to hide it away (out of sight, out of mind), the WaterRower remains accessible when not in use.

Harmony- Gliding along peacefully with each stroke, close your eyes and you could almost imagine yourself gliding down a river. The WaterRower's smooth action and pleasant sound is soothing to the body and the mind, relaxing the user into an enjoyable stress-free workout. Many of the materials used in the WaterRower have been used for the effect of balance, smoothness and naturalness.

User Friendly- Like naturally performed exercise the WaterRower is self-paced making it suitable for any user. To alter the intensity of exercise you do not increase or decrease the resistance imposed, since you can't increase the resistance when rowing (or for that matter when swimming, running or cycling) you simply go faster and slower. The faster you go the harder you work, and how fast you can go is purely dependent on your individual physiology, not on the machine.

EXERCISE AND ROWING

Rowing has long been recognised as the perfect aerobic exercise:-

"Nothing beats it for aerobic benefit and as a muscular strengthener of the arms back, shoulder and abdomen.....Unlike running, squash, basketball or tennis there's no impact on the joints. You can do it whether you're 20 to 80" -Dr Joe Bourscaen, Director Human Performance Lab at Sports Medicine

While most rowing machines imitate the action of rowing they do so mechanically and therefore lack the natural dynamics experienced when a boat and crew glide down a river. The WaterRower's patented WaterFlywheel mechanism has been designed to replicate these dynamics in three key areas;

The Natural Drag Effect- when an oarsman rows his boat down a river his effort is proportional to the speed he wishes to achieve. If he desires a high intensity he tries to row faster, if he desires a low intensity he moves the boat slower. The oarsman decides on his required intensity and the boat responds to find a corresponding speed. This is the self-paced element of rowing and is true for all aerobic sports (swimming, cycling and running, alike). If a rower, swimmer or runner, for example, wishes to increase their intensity they don't change their resistance they simply change their intensity by adjusting their speed.

"Rowing is self-paced. If you feel good you row hard. If you're tired, you can row more peacefully"- Dr Jo Hannafin, M.D., Ph.D., Orthopaedic Surgeon, NYC Hospital and team physician to the New York Mets.

Many other machines by contrast impose a mechanical resistance on the user, which must be overcome. The WaterRower's Patented WaterFlywheel design has focused on reproducing the hydrodynamics of a boat moving through water and hence replicates the physiological and aesthetic benefits of rowing like no other.

Even Stroke- when an oarsman pulls a stroke he uses all three major muscle groups simultaneously to accelerate the mass of himself and his boat evenly throughout the whole stroke. There is no impact, jerkiness or jarring, just an even transition of power through to the water. This smooth even stroke produces a uniform aerobic load in all the muscle groups optimising the amount of work that can be done at any chosen (self defined) training intensity.

Many machines produce an uneven stroke, harder at the beginning (the legs) and lighter toward the end (the arms and torso) which prevent this uniform aerobic load because their mechanisms are poor (jerky) or because they utilise a

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America: 30 Cutler St, Warren, RI, +1 401 247 7742, support@waterrower.com, www.waterrower.com
Europe: 5 Goldhawk Estate, Brackenbury Rd, London, +44 020 8749 8400, support@waterrower.co.uk, www.waterrower.co.uk

resistance which fades as it is overcome.

The WaterRower's Patented WaterFlywheel design has focused on accelerating a mass (a mass which does not change) and hence perfectly replicates the physiological and aesthetic benefits of rowing.

Fluid Connection- when an oarsman places his blade in the water the connection is instant dampened only by the boat's momentum and the fluid connection between the blade and the water. The action is smooth, low impact and comfortable for any user of any age, sex or physical ability.

Many machines can be harsh and mechanical. The WaterRower's Patented WaterFlywheel uses components of such high quality as to remove the mechanical feel producing a silky smooth action free of any jerkiness or jarring, comfortable to use at any intensity.

Replicating the precise dynamics of a boat moving through water is the only way of replicating the exercise of rowing and hence the benefits of rowing. The WaterRower's WaterFlywheel spreads the work evenly over the whole body, utilising the individual muscle groups in proportion to their strength thus optimising the training benefit achieved. Medical studies have shown that this benefit can give 10% higher aerobic benefit at a set training zone than our nearest rival.

"Metabolic, circulatory and strength measurements indicate that training for rowing should simulate rowing in a boat as much as possible"- as published in the Journal of Sports Science by Dr Niels Secher, August Institute, University of Copenhagen

For further explanation of the physiology of rowing please consult the owner's manual or contact WaterRower Head Office.

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DESIGN AND ENGINEERING

The WaterRower has been designed with an attention to detail, in terms of both function and style, unrivalled by any other fitness equipment. Not only has each element been carefully considered for its application and endurance, but special attention has been made to blending it to a form so that the end result is pleasing to the senses of sight, sound and touch. The over-riding design philosophy of the WaterRower has achieved "Beauty by simplicity".

Made in Britain- While the original WaterRower was patented by an American, John Duke, in the mid 80's much of the development of the machine has been done in Europe. Presently the Series II and Series III machines are manufactured both in London, England for the European Market and Rhode Island for the US Market.

Evolving Design- our design and manufacturing teams are based under the same roof, hence our product and processes are continually evolving. Being a single product company we focus on developing the finest rowing machine available.

Modular Design- the WaterRower's modular design means that any new developments are always retro-fixable to older machines, helping the customer to keep their machine up to spec. Modular design means wear parts are easily fitted by those with only basic mechanical ability. In the commercial environment this allows us to offer a cost effective refurbishment service as required.

Wood- the benefits of a wooden construction are dual. Firstly and, most obviously, being the aesthetic benefits. Wood possesses natural warmth that is welcome in any environment. The WaterRower is available in a selection of solid hardwoods. Construction of each of the available models is identical with the exception of the wood type and finish used. Secondly, the engineering benefits of wood, these are often overlooked, as few manufacturers are able to work with wood to the specifications that we require. Importantly wood absorbs sound and vibration contributing to the silence and smoothness of the WaterRower. Wood is also durable, ages well and doesn't corrode.

Durable- the WaterRower has been designed to last a lifetime. When so much attention has been paid to the detail of the design, it is futile to compromise on the quality of the components specified. For this reason you will find only the highest grade components available have been used in the construction of the WaterRower. These components assure that the machine will give a lifetime of trouble-free usage.

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BENEFITS OF THE WATERROWER

- The WaterRower fits into your life
- The WaterRower is pleasurable to use
- The WaterRower is accessible and hence convenient to use
- Rowing is one of the most time efficient exercises available
- The WaterRower stores in about the space of a dining chair
- The WaterRower's smoothness and quietness makes exercise relaxing
- The WaterRower is self-paced making it suitable for any user
- Rowing is one of the most comprehensive forms of aerobic exercise
- Rowing conditions and tones all major muscle groups
- The WaterRower replicates the benefits of rowing very accurately
- The WaterRower's stroke is smooth and even, enhancing the whole body benefit
- The WaterRower is Made in Britain
- The WaterRower is beautifully crafted from Solid Hardwood
- The WaterRower is designed with a focus on detail and style
- The WaterRower uses only premium quality components

SOME POINTS OF INTEREST

Some Points about Rowing

- Improves Cardio-vascular Fitness
- Exercises all major muscle groups through a full range of movement
- Strengthens and tones
- Is non-load bearing
- Is non-impact (ideally)
- May be used for Strength Training, Aerobic Training or Weight Loss Training
- Is self-paced and relaxing

Some Points about the WaterFlywheel

- The action is entirely smooth and free from any detrimental jerkiness or impact
- The reaction is consistent throughout the whole stroke inducing a more thorough upper body work out and less impact loading on the lower back
- There is no mechanical feel, the reaction is as natural as real rowing
- The action is silent except for the soothing sound of rushing water
- There is no need for changing resistance settings
- The same setting can be used by children, women or men

Some Points about the Design

- The wooden frame has been styled and finished to be pleasing to the eye
- The seat has been ergonomically designed for maximum comfort
- The seat is supported on all four corners to improve stability
- The seat rolls on urethane wheels for smoothness
- The wooden rails absorb sound and vibration enhancing the smoothness
- The handle is ergonomically shaped to fit the fold of the hand
- The handle is constructed of aluminium alloy for lightness
- The handle collar is designed to fit comfortably into the handle rests
- The transport wheels are sturdy enough for the roughest of surfaces
- The wheels are positioned to make the machine light and agile to manoeuvre
- The heel rest and foot straps are completely adjustable to cater for any foot size
- The drive strap is polyester for cleanliness, silence, lightness and durability
- The guide pulleys have been formed from nylon for wear resistance
- The feet on the machine grip any surface and inhibit any sliding
- The wooden frame will flex to accommodate any unevenness in the floor
- The WaterRower stands effortlessly upright for convenience of storage
- The WaterRower computer interfaces with a PC for user specific applications

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Some Points about the Wood

Aesthetic

- The choice of a selection of hardwoods
- The warm and natural feel of wood
- The styling achievable with wood

Engineering

- The overall strength of wood
- The strength to weight ratio of wood
- The corrosion resistance of wood
- The flexibility of wood
- The sound dampening properties of wood
- The vibration absorption properties of wood

Some Points about the Quality

- The precision German-made clutch at the heart of the machine has a rating of 170 Nm, ten times that of any of its rivals.
- WaterRower's in commercial use for 7 years show no evidence of wear
- The bearings used to support the seat will support a load of 1000kg at 214km per hour (but please don't try this at home)!
- The webbing used for the drive straps has a higher specification than that used to airlift Army tanks
- The exposed metal components are either treated or made from stainless steel
- The water tank is made from polycarbonate, the toughest plastic available, the same material used for aircraft wind-screens and automotive bumpers. Try hitting it with a baseball bat. That is our standard test!

Some Points about Usage

- The WaterRower has been stylishly designed to fit into any environment. Crafted from a variety of solid hardwoods to suit any taste or setting.
- The WaterRower stores conveniently upright in the space of a dining chair when not in use.
- The WaterRower is easily lowered to effect a workout and raised for storage making its use time efficient and convenient.
- The WaterRower's unique WaterFlywheel produces smooth natural-feeling workouts free from the detrimental jerkiness and mechanical feel usually associated with exercise equipment. It induces a naturally flowing rhythm making the exercise rewarding and enjoyable.
- The WaterRower is silent except for the soothing sound of surging water.

WaterRower

QUESTIONS AND ANSWERS

ROWING

Q- "Why should I buy a Rowing machine as opposed to a ski machine, cycle, treadmill, stepper?"

A- "Rowing is a complete all-over exercise which conditions and tones all major muscle groups. It is non-load bearing and is non-impact, avoiding any strain on joints. Exercise is performed through a broad range of movement, assisting flexibility and increasing the rate at which calories are burnt. "Rowing is self-paced, if you feel good, you row hard; if you feel tired, you row more peacefully"

Q- "How will rowing improve my fitness?"

A- "Rowing exercises and tones all three major muscle groups, the legs, the arms and shoulders and the connecting muscles of the torso. Depending on your exercise objectives, rowing and the rowing action may be used to develop strength in these muscle groups by high intensity low duration anaerobic workouts, to improve aerobic capacity (cardio-vascular capacity) or by medium intensity medium duration workouts, or to reduce weight by calorie consumption by low intensity long duration workouts."

Q- "How long should I exercise?"

A- "Experts advise that exercising at an average pace (about that of a brisk walk) for twenty minutes three times a week is sufficient to develop a healthy level of cardio-vascular fitness"

Q- "Won't rowing hurt my back?"

A- "Rowing, like swimming, cycling or running should be a smooth flowing action. The WaterRower's WaterFly-wheel has been designed to simulate precisely the smooth natural resistance experienced in real rowing, removing the damaging jerkiness and impact which may cause back injury."

Q- "If I have a bad back can I row"

A- "Back injuries are more prevalent in the hyper-extension type sports like gymnastics and golf etc. often the problem is created due to bad posture. It is important to maintain a strong posture when rowing. By exercising the corset muscles of the torso rowing will indeed strengthen the back, thus preventing injury."

Q- "Don't you have to be really fit to row?"

A- "Yes if you intend to compete in the next Olympics. But like all naturally performed aerobic exercises, rowing can be as strenuous as you want it to be and may require no more effort than a gentle walk, or as much as an Olympic regatta."

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QUESTIONS AND ANSWERS

WOOD

Q- "Why use wood?"

A- "Making the WaterRower out of wood blends marvellous aesthetic and engineering qualities which make the WaterRower suitable to any setting both in taste and function. In function it provides sound and vibration absorption combined with strength and low weight, while aesthetically it provides the form of a piece of functional furniture fitting it into ones home, office, lifestyle and life."

Q- "Isn't wood a bit weak for this type of application?"

A- "The WaterRower has been crafted from solid hardwood, the rails of the machine are capable of carrying well over 2000 kgs and the fixture technology used will withstand years of use. For the length of history, wood has been used in some of the toughest of applications, the ancient ships that explored the oceans, tool handles, gymnastic equipment, etc."

Q- "What sort of maintenance does wood need?"

A- "Wood will need no special maintenance. The oiled models may be made to look like new by re-oiling with any furniture oil (Danish Oil is recommended)."

Q- "Why are there different woods?"

A- "The variety of woods selected account for differing tastes there are only marginal strength differences between models which in no way affect the function of the machine. It may seem strange to offer a choice of looks, Henry Ford's famous Model-T was available only in basic black. Today's' models give you extreme variety from colour and type of paint, upholstery, engine, body, etc."

WaterRower

QUESTIONS AND ANSWERS

WATERFLYWHEEL

Q- "Why use water?"

A- "It kind of makes sense to make a rowing machine using water, don't you think? The WaterRower's WaterFlywheel has been designed to replicate the exact physical dynamics of a boat gliding down a river. Indeed it is the most accurate way of producing the physiological benefits of rowing and all its renowned benefits."

Q- "How does it compare to normal ergo?"

A- "While normal ergos can be described as rowing machines, the WaterRower may be best described as a rowing simulator. By replicating the physical dynamics of a boat moving through water it not only replicates the pleasures of rowing (who in their right mind would call ergos pleasurable) but most importantly it reproduces the same physiological dynamics. The rowing stroke is smooth and even throughout the whole stroke, spreading the aerobic load uniformly over the whole body. Each muscle group contributes in proportion to its own strength, typically legs most, torso and arms least. This optimises the exercise benefit achieved while maintaining the pleasure."

Q- "How do you change the resistance?"

A- "In simulating the dynamics of rowing (and for that matter many other forms of aerobic exercise, swimming, running, cycling, included) the WaterRower is less about resistance and more about intensity. Think how you change the resistance when you are running, cycling, swimming or rowing: you don't, you simply go faster (or slower). The WaterRower is exactly the same: if you want to work intensively, you go faster: if you want to work less intensively, you go slower. The point is, that when using the WaterRower, like other natural forms of aerobic exercise, you decide your desired intensity and your equipment responds accordingly."

Q- "Aren't rowing machines noisy?"

A- "One of the distinct benefits of the WaterRower is that it is virtually silent except for the soothing sound of water surging with each stroke. The sound is far from intrusive and many owners find the sound itself relaxing."

Q- "How often do you need to change the Water?"

A- "The WaterFlywheel uses normal town water. Town water contains chlorine, which inhibits algae growth, keeping the water clear. Chlorine will, however, degrade with time and exposure to the sun. For this reason the WaterRower is supplied with some purification tablets to top up the chlorine level when necessary (about yearly) and keep the water clear."

Q- "How much Water do you need?"

A- "The amount of water in the WaterFlywheel alters according to the preference or profile of the users. The water level alters the mass of the flywheel. Typically it varies between 14 and 20 litres."

Q- "Can you put goldfish in it, do washing in it or make ice cream in it?"

A- "No!"

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QUESTIONS AND ANSWERS

DESIGN

Q- "Will the Tank leak?"

A- "The Tank is made from polycarbonate, the toughest plastic available and will not break. The tank is completely sealed and cannot leak."

Q- "If a part is broken, how easy is it to replace?"

A- "The WaterRower has been designed using modular components so that in the highly unlikely occurrence that a component should fail, then it may be replaced with ease."

Q- "Will the machine move around?"

A- "The WaterRower has been designed with 16 individual rubber feet to ensure a firm grip on the surface on which it sits. An additional benefit of the wooden construction is that the frame will twist to the contour of the surface to inhibit any rocking, etc."

Q- "Why is the seat shaped like that?"

A- "The WaterRower seat has been ergonomically shaped to provide comforting support ensuring uninhibited blood circulation and ample clearance for the tail bone."

Q- "What does the computer show?"

A- "The Series III computer reads out an indicated workout intensity in terms of boat speed in meters per second or in Watts, It can also display average speed and average watts. It reads out stroke rate in strokes per minute, accumulated workout distance and time. Workout options include Distance Workouts, Time Workouts or Interval Workouts. At the completion of each work piece statistical evaluation of your workout is displayed. The Series III computer is Polar heart rate compatible and has added capability like high and low heart rate settings. The programming has been simplified by using an alphanumeric display which guides you through the programming functions. The Series III computers possess PC interfaces which allow down loading to a variety of PC based software programs for more elaborate monitoring of your workout and even allow competing over the Internet."

Q- "Does the Computer display calories?"

A- "Because the algorithms used to calculate calories are so inaccurate they have not been included in the WaterRower computer. Calorie consumption is an extremely personal thing and is highly dependent on the individual's metabolic rate, weight, age, etc. Most people who are interested in calories are in fact interested in weight maintenance. More can be achieved through understanding the physiology of exercise than counting calories. The reality of exercise physiology is that with increased intensity carbohydrate calories will be consumed in preference to fat calories. Hence increasing calorie consumption can actually decrease the weight maintenance effect."

Q- "How long will the battery last?"

A- "The Series II WaterRower Computer has been designed with battery consumption in mind. Design battery life is 800 hours."

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QUESTIONS AND ANSWERS

QUALITY

Q- "What Warranty is given on the machine?"

A- "For individual or home use the WaterRower comes with a Three Year Conditional Warranty. For commercial use the WaterRower comes with a One Year Conditional Warranty which may be extended to three years by subscription to the service contract."

Q- "What sort of maintenance does the WaterRower require?"

A- "The WaterRower's components and specification conform to meticulous levels of design and quality. Maintenance is therefore limited to sensible levels of cleanliness."

Q- "What parts wear?"

A- "Apart from the most obvious wearing part, the foot strap, all other components are designed to withstand a lifetime of abuse, from the clutch and the bearings to the drive belts and pulleys. In particularly harsh environments the black anodisation of the aluminium rails may wear, affecting cosmetics but certainly not function."

Q- "Is the WaterRower strong enough for commercial applications?"

A- "The WaterRower's component specification exceeds that of all its competitors. WaterRower's have been being used in commercial gym environments for years. These machines are still in everyday use and show no sign of wear."

Q- "Will the tank break?"

A- "The tank of the WaterRower is made from polycarbonate, the toughest plastic available. Other applications include Jet Fighter and Formula One race car windscreens, car bumpers, etc. Believe us, you just can't break it, we've tried".

Q- "Can I leave the WaterRower outside?"

A- "While designed primarily for indoor use, the WaterRower's sealed components, stainless steel fixtures and wooden construction make it resistant to all weather. The electronics, while sealed may be subject to water ingress and therefore it is recommended that the machine be kept indoors."

Q- "Will the drive strap wear out?"

A- "The drive strap is made from high density woven polyester and runs on nylon pulleys. While it seems to be an obvious area of wear, experience has shown that it does not wear at all."

Q- "Will the bungee break?"

A- "The bungee has been designed to be free supporting, it does not rotate around pulleys (which would tend to abrade it). Like the drive strap, the bungee while a seemingly obvious area of wear does not experience any wear in practice."

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QUESTIONS AND ANSWERS

LIVING WITH THE WATERROWER

Q- "How heavy is the WaterRower?"

A- "The WaterRower weighs 33 kgs without water, and a maximum weight of 55kgs with water. The long rails provide a lever that makes lifting the machine a dream. With the majority of the mass situated over the wheels, the WaterRower is extremely stable when standing and agile when being moved. "

Q- "Isn't the WaterRower very big?"

A- "The floor space taken up by a WaterRower is no more than a dining room chair. When in use it takes up no more room than the outstretched body. If space is tight it could even be used in a narrow hallway."

Q- "Won't I have to keep it in the garage?"

A- "The WaterRower has been stylishly designed and crafted with such attention that the only reason why you would need to keep it in the garage is so it does not make your other furniture look too cheap!"

Q- "Won't the noise annoy the family and neighbours?"

A- "The WaterRower's operation is all but silent with only the soothing rush of water producing a hypnotically relaxing sensation."

Q- "Isn't the average life of home exercise equipment only six weeks?"

A- "Yes. But it is our experience that WaterRower redefines the ideal of home exercise by providing a machine which is of an extremely high quality, is extremely practical, is extremely satisfying to use and hence is extremely usable."

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