



Company History

- 1967** Werner Kieser sets up his first strength training facility in Zurich.
- 1973** The leading Swiss daily Neue Zürcher Zeitung publishes an article in its science section entitled "The problems of strength training" (20.09.73) in which Werner Kieser explains the "strength curve" and the "negative training method". This results in a significant increase in the number of competitive and elite athletes joining his strength training facility.
- 1978** Werner Kieser is the first person in Europe to install the then revolutionary Nautilus machines in his training facility.
- 1981** Kieser Training expands throughout Switzerland by means of franchising.
- 1987** Werner Kieser sets up the first Kieser Training Academy (KTA) in Zürich for staff training.
- 1990** Opening of first pilot facility in Germany in Frankfurt. The same year, Dr. Gabriela Kieser opens the first practice for Medical Strengthening Therapy in Zurich.
- 1995** Start of expansion in Germany with four more subsidiaries: Hamburg (2), Cologne and Munich.
- 1997** Opening of first franchise facility in Germany in Bremen.
- 1998** Kieser Training AG acquires the production rights for MedX machines in Europe and starts manufacture in Dieburg (Germany).
- 1999** Opening of first facility in the UK (London-Camden) and first franchise facility in Luxembourg.
- 2000** Opening of first facility in Vienna, Austria.
- 2002** Opening of 100th Kieser Training facility in Vienna. Kieser Training Research Department is set up.
- 2003** Opening of 100th facility in Germany in Berlin-Köpenick. Kieser Training starts to produce its own machines under the name of Delphex.



- 2004** Opening of first facility in the Netherlands in Eindhoven. As a result, Kieser Training was then present in 6 countries: Germany, United Kingdom, Luxembourg, the Netherlands, Austria and Switzerland.
- 2005** Signing of master agreement for Australia and New Zealand.
- 2006** Signing of master agreement for Spain in November.
Signing of master agreement for the Czech Republic.
Opening of pilot facility in Sydenham, Australia in January.
- 2007** The company marks its 40th anniversary.
With the opening of the Prague facility, Kieser Training expands its presence to eight countries. In Australia, the second facility is opened in Melbourne.
- 2008** Kieser Training establishes its new final assembly plant for its machines in Gottmadingen, South Germany. The site also houses the staff training for instructors and therapists, much of the company's R&D and the Purchasing and Logistics Department.
The Spanish Master Franchisee launches his business with the opening of a facility in Barcelona.
- 2009** The first Kieser Training facility in Asia opens in the banking district of Singapore in May.
- 2010** Kieser Training AG announces in May that it would not renew the Master Franchise agreement for Switzerland expiring at the end of the year. Werner Kieser wants to regain control of his home market to ensure that the continuous development of his product is fully implemented. The Swiss Master Franchisee decides to continue the business under a new brand and Kieser Training will build up a new network of facilities throughout Switzerland starting in 2011.