

TECHNOLOGY PARTNERSHIP

Fitness First Partners with EGYM to Launch 'able by Fitness First'

New personalised customer proposition combines physical assessment and AI-driven technology to create personalised training programmes that achieve results

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Fitness First, the leading fitness and wellness brand, is pleased to announce its strategic partnership with EGYM, a global leader in fitness technology, to launch 'Able with Fitness First', the UK fitness industry's first fully personalised AI-driven training proposition.



A new kind of training

The partnership between Fitness First and EGYM, and the subsequent launch of the Able training proposition, is the latest illustration of Fitness First's commitment to providing a differentiated, highly service-driven approach for members. It follows on from a successful 2024 and early 2025 for the brand.

Tech meets coaching

Able with Fitness First combines connected technology and people-based expert coaching to deliver personalised workouts that enable members to achieve their personal best and truly meet their fitness goals.

How it works

Once fully rolled out, all new and existing members at the majority of Fitness First gyms will be able to enjoy four introductory sessions where they will share their goals and preferences and will undertake a variety of cardiovascular, strength, and body composition assessments.

This assessment information is then combined with input from Fitness First's expert trainers and EGYM's AI-powered technology, EGYM Genius, to create a bespoke fitness training plan that aligns with each customer's lifestyle and goals.

Their plan is accessible via the Fitness First app and evolves with the customer as they make progress, with regular check-ins.

Member response so far

The rollout of Able by Fitness First began before Christmas and is now available at almost all Fitness First clubs including Fitness First Marylebone, London, which opened in February 2025 following a £2 million refurbishment.

Feedback from the early adopters of Able by Fitness First has been extremely positive.

From the CEO

Justin Musgrove, CEO at Fitness First, said
“We are really pleased to partner with EGYM to launch Able with Fitness First, our AI-driven bespoke training proposition that integrates the expertise of our dedicated team of fitness professionals.

This unique offering is a first for the UK fitness industry, embodying our commitment to delivering exceptional service and supporting our members in achieving their personal best”



“We are thrilled to announce the acquisition of our 28th club, especially in such a prestigious location as Marylebone”

Justin Musgrove – Fitness First CEO

A word from e-Gym

“We are delighted to partner with Fitness First to launch ‘able with Fitness First, a groundbreaking AI driven training proposition.

This collaboration exemplifies our commitment to integrating advanced technology with personalised fitness experiences, empowering businesses to grow sustainably and members to achieve their health and wellness goals more effectively.”

