



FOR IMMEDIATE RELEASE

Introducing America's First AI-Powered Strength Rack

PMX Launches the MOTIVATE Series with Seamless Motivision AI Integration

PMX is redefining the future of strength training with the launch of America's first AI-powered strength rack, part of the all-new PMX MOTIVATE Series. Built in the U.S.A. at PMX headquarters in Houston, TX., this breakthrough innovation is part of PMX's ongoing commitment to performance-driven engineering and intelligent training solutions.

Built for athletes and programs that demand uncompromising quality, the PMX MOTIVATE Series is constructed from ultra-durable 7-gauge structural steel, engineered to withstand the most intense training environments.

What sets the MOTIVATE Series apart is its seamless integration with *Motivision*, the AI-powered training platform driving the next generation of athletic development.

This fully connected ecosystem bridges elite strength equipment with intelligent data, empowering coaches to make smarter decisions and athletes to train with greater precision and accountability.

"The future of strength training is about more than steel — it's about insight," said Beau Blackard, President of PMX. "By integrating Motivision AI technology directly into the MOTIVATE Series, we're delivering a system that evolves with athletes and provides measurable performance results."

The MOTIVATE Series represents a new era where hardware meets intelligence — where facilities become smarter, coaching becomes more efficient, and athlete development becomes more measurable.

About PMX ProMaxima

Since 1967, **PMX** has set the benchmark for American-made strength training equipment. Designed and built in Houston, Texas, PMX is trusted nationwide for unmatched durability, precision, and safety. From schools and multifamily developments to hospitality spaces and commercial gyms, PMX delivers custom designs, fast turnaround, and full-service support—building fitness centers that last.

www.pmxstrength.com

Media Contact:

sblackard@pmxstrength.com

713-667-9606

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