



## FEATURES

### GPS TRACKING

Get distance, pace, and elevation climbed with built-in GPS, then review routes and split times

### PUREPULSE™ HEART RATE

Continuous, automatic wrist-based heart rate monitoring with no uncomfortable chest straps

### MADE FOR MULTI-SPORT

Record running, cross training and cardio workouts, then see comprehensive workout summaries that include tailored metrics, workout intensity and calories burned

### ACTIVITY TRACKING

Track heart rate, steps taken, distance traveled, calories burned, floors climbed, and active minutes

### SMART NOTIFICATIONS

See call and text notifications on display and control music right from your wrist.

### DESIGNED FOR ALL-DAY WEAR

Sleek, comfortable wristband with customizable watch faces available in black, slate and tangerine

 **fitbit surge™**

Fitness Superwatch

Train smarter. Go farther.

### GPS, HEART RATE, 24/7 TRACKING & SMART WATCH FEATURES—ALL IN ONE

Train smarter and go farther with Surge—a Fitness Super Watch designed to help you reach your peak performance on the track, in the gym, and all day. Built with GPS tracking and continuous, wrist-based heart rate monitoring, Surge displays real-time workout stats like distance, pace, elevation climbed, and heart rate intensity, so you can make the most of your training. And, with all-day activity tracking, text and call notifications, and music control, you have everything you need to stay connected. Whatever your goal, don't just start. Surge.

**MSRP: \$249.95**

**COLORS: BLACK, BLUE, TANGERINE**

**SIZES: S, L, XL (ONLINE ONLY)**

**WATER RESISTANT**

### SLEEP QUALITY + SILENT ALARM

Monitor how long and how well you sleep and wake with a silent vibrating alarm

### WIRELESS SYNCING + ONLINE TOOLS

Sync stats wirelessly and automatically to your computer and to over 60 leading smartphones. See progress, log food and earn badges through Fitbit's mobile and online dashboard

### SHARE + COMPETE

Share and compete with friends and family in NEW Fitbit challenges



## GO THE DISTANCE WITH GPS TRACKING

The only GPS watch designed for all-day wear, Surge displays distance, pace, and elevation climbed while you train, and records your routes, split times and workout summaries so you can review your performance and progress.

## NEVER MISS A BEAT WITH PUREPULSE™ HEART RATE

**MAXIMIZE**  
training with  
heart rate  
zones

**MAINTAIN**  
intensity  
to achieve  
workout goals

**MONITOR**  
calories to track  
burn everyday &  
during exercise

**OPTIMIZE** health with trends and resting heart rate

## HOW IT WORKS

LEDs shine light into the skin to detect the changes in your blood volume, and apply finely tuned algorithms to accurately measure your heart rate—even when you move.



## STAY CONNECTED WITH SMART WATCH FEATURES

See incoming text and call notifications on your touchscreen display.

Play, pause, and skip songs from your smartphone playlist music control on your wrist.

# Don't just start. Surge.

## TRACK YOUR PROGRESS WITH MOBILE & ONLINE TOOLS



See **easy-to-read charts and graphs** that track your progress



Set **goals, log food, enter workouts** to see a more complete picture



**Compete with friends and family** in challenges and on the leaderboard



Earn **achievement badges** and get milestone updates

