








fitbit inspire & inspire HR

Reaching your goals is easier than you think.
Get motivation and guidance to help you build healthy habits.



Friendly fitness trackers for every day

FEATURES ON INSPIRE HR

-  **24/7 HEART RATE TRACKING**
Maximize your exercise sessions, see heart rate zones, track sleep stages and better measure calorie burn.
-  **HEART RATE ZONES**
Track resting heart rate and your Fat Burn, Cardio and Peak HR zones to optimize workouts with the right amount of effort.
-  **CARDIO FITNESS LEVEL**
See your Cardio Fitness Score in the Fitbit app to understand how fit you are, plus get tips to improve your health.
-  **SLEEP STAGES**
See your time spent in light, deep and REM sleep, and get pointers that can help you improve your sleep habits.
-  **REAL-TIME PACE & DISTANCE**
Connect Inspire HR to your phone's GPS to see real-time pace and distance on your wrist during walks, jogs, hikes and bike rides.
-  **15+ GOAL-BASED EXERCISE MODES**
Choose exercises like Bike, Run & Yoga and set targets for calorie burn, distance and time to get notified when you reach them.
-  **GUIDED BREATHING SESSIONS**
Find moments of calm with personalized guided breathing sessions based on your heart rate.

FEATURES ON BOTH INSPIRE & INSPIRE HR

-  **ALL-DAY ACTIVITY**
Track steps, distance, active minutes and calories burned and see how every part of your day impacts your goals.
-  **SWIMPROOF & SWIM TRACKING**
Wear your tracker in the shower, pool and beyond, and automatically track swim workouts. *Water resistant up to 50M.*
-  **SLEEP TRACKING**
Improve your rest with automatic sleep tracking and silent alarms on your wrist plus bedtime reminders and helpful tips in the app.
-  **UP TO 5 DAYS OF BATTERY**
With up to 5 days of battery, you'll stay inspired day and night. *Varies with use and other factors.*
-  **FEMALE HEALTH TRACKING**
Better understand your body by using your tracker with the Fitbit app to follow your cycle, record symptoms and more.
-  **CLOCK FACES**
Customize your screen with designs like a helpful stats-focused clock face for workouts or a polished face for work.
-  **AUTOMATIC EXERCISE RECOGNITION**
SmartTrack® automatically recognizes workouts like walks, runs, swims, bike rides and more, then records them for you in the Fitbit app.
-  **CALORIE BURN TRACKING**
Log your meals in the app or track calories burned on your tracker to keep your nutrition and activity on track.
-  **TIMER & STOPWATCH**
Get instant access to tools that make your life easier—a timer for when you cook healthy meals and a stopwatch for tracking sets at the gym.
-  **NOTIFICATIONS**
Stay connected on the go with updates from social media apps and call, calendar and text alerts. *Available when phone is nearby.*
-  **REMINDERS TO MOVE**
Get reminders that encourage you to stretch your legs and take 250 steps every hour—and recognition when you do!
-  **INTUITIVE TOUCHSCREEN DISPLAY**
Easily swipe or scroll through the backlit OLED display and access the on-screen dashboard to track steps, sleep and more.

Motivation at your fingertips



CONNECTED TO YOUR WORLD

You won't miss a beat with notifications from your favorite smartphone apps—plus call, calendar and text alerts.

Available when your phone is nearby.

EASY TO USE

Simplify the journey with a touchscreen, backlit display and on-screen dashboard that helps you track activity, sleep and more right from your wrist.

MADE TO CELEBRATE YOU

Cue the goal celebrations! While you're working hard to make small changes, these trackers cheer you on at every milestone.

Two trackers. Lots of possibilities.

Inspire

Black
Sangria

\$69⁹⁵



Inspire HR

♥ Includes heart rate tracking

Black
White/Black
Lilac

\$99⁹⁵

Accessories

Sold separately



Print
Deco, Bloom
\$29⁹⁵



Classic
Black, Sangria, Lilac, White
\$24⁹⁵



Stainless Steel Mesh
Silver*
Rose Gold
\$69⁹⁵



Clips *For Inspire only*
Black, Soft Pink
\$19⁹⁵



Premium Horween® Leather
Midnight Blue*
Cognac*
\$34⁹⁵



Premium Horween® Leather
Black Wrap
Blush Pink Wrap*
\$39⁹⁵

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