



SMART FITNESS WATCH



Get fit in style with Fitbit Blaze—a smart fitness watch designed to help you maximize every workout and every day with revolutionary features like PurePulse heart rate, Connected GPS, on-screen workouts, smartphone notifications and more.



PUREPULSE™ HEART RATE

Continuous, automatic, wrist-based heart rate tracking with no uncomfortable chest strap.



CONNECTED GPS

Map your routes and see real-time stats like pace and distance (when your phone is nearby).



ON-SCREEN WORKOUTS

Get FitStar workouts right on your wrist, with graphics to coach you along.



MULTI-SPORT TRACKING

Easily record runs, cardio, biking and more with real-time stats on display.



AUTOMATIC EXERCISE RECOGNITION

SmartTrack™ automatically recognizes select exercises and records them for you in the Fitbit app.



ALL-DAY ACTIVITY TRACKING

Track steps, distance, calories burned, floors climbed and active minutes.



AUTO SLEEP TRACKING

Automatically track your sleep and set a silent vibrating alarm.



COLOR TOUCHSCREEN + CLOCK FACES

Enjoy a vibrant hi-res color touchscreen with multiple clock faces to choose from.



SMARTPHONE NOTIFICATIONS

See call, text and calendar notifications on display (when your phone is nearby).



MUSIC CONTROL

Adjust your volume and play, pause or switch songs from your smartphone with a simple tap.



ACCESSORY BANDS + FRAMES

Change your look with a sleek lineup of bands and frames in metal, leather and more.



WIRELESS SYNCING

Sync stats wirelessly and automatically to your computer and 200+ leading devices.



SHARE + COMPETE

Share your stats and compete with friends on the leaderboard or in Fitbit Challenges.

MSRP \$199⁹⁵

SIZES S, L, XL (ONLINE ONLY)

COLORS



BLACK



PLUM



BLUE

WATER RESISTANT

EXPERIENCE FITNESS ON A WHOLE NEW LEVEL



PUREPULSE HEART RATE

See continuous heart rate and simplified heart rate zones to quickly gauge exercise intensity during workouts.



CONNECTED GPS

Map your routes and see real-time run and bike stats on display (when your phone is nearby).



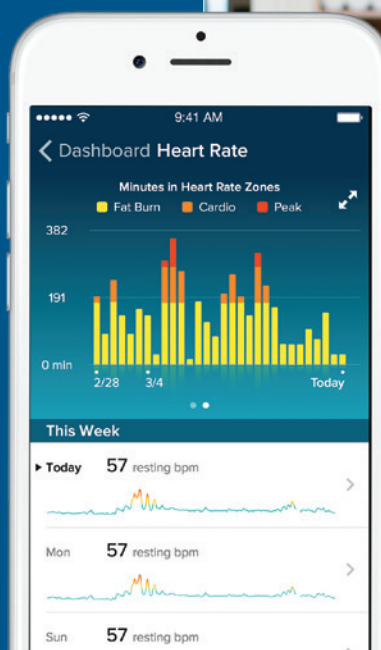
ON-SCREEN WORKOUTS

Get step-by-step instructions and graphics that coach you through FitStar workouts on your wrist.



MULTI-SPORT + SMARTTRACK

Activate a multi-sport mode for real-time stats on display and more precise tracking, or let SmartTrack automatically record select exercises for you, like runs and rides.



FIND A STYLE THAT FITS

Create the perfect watch for any occasion with accessory bands from our Classic or Luxe collections. *Tracker not included.*



Classic bands

Black, Plum, Blue

SIZES S, L, XL (Black only)

\$29⁹⁵



Luxe leather bands with frame

Black, Camel, Mist Grey

SIZES S, L

\$99⁹⁵



Luxe metal band with frame

Stainless Steel

ONE SIZE

\$129⁹⁵

Track your progress with mobile & online tools.



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



Set goals, log food and track weight to see a more complete picture of your health.



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



Earn achievement badges and get milestone updates.



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