



Get a watch that gives you more with Fitbit Ionic—a motivating new timepiece packed with fitness guidance, smart experiences, music storage, apps, payments & more.



DYNAMIC PERSONAL COACHING

On-screen workouts give you guidance through every move & adapt based on your feedback



STORE & PLAY MUSIC

Store and play 300+ songs, plus download playlists from Pandora.*



BUILT-IN GPS

See real-time pace and distance on display during outdoor runs & rides.



PUREPULSE® HEART RATE

Get continuous, automatic heart rate tracking & real-time heart rate zones.



WATER-RESISTANT & TRACKS SWIMS

Wear in the pool or rain & track laps, duration and calories burned during swim workouts.



MULTI-DAY BATTERY

Enjoy a battery life of 4+ days & up to 10 hours when using GPS.**



POPULAR APPS & NOTIFICATIONS

Instantly access call, text and calendar alerts & apps for weather, sports and more.



MAKES PAYMENTS

NFC chip lets you access your credit cards to pay on-the-go with a few simple swipes.



ALL-DAY ACTIVITY

Track steps, distance, calories burned, floors climbed, active minutes & hourly activity.



SLEEP STAGES & INSIGHTS

Automatically track time in light, deep and REM sleep & get personalized insights.



MULTI-SPORT & SMARTTRACK™

Use workout modes for real-time stats on screen or automatically track exercise with SmartTrack.



INTERCHANGEABLE BANDS

Switch your band from day to night with sleek accessories in leather & sport. *Sold separately.*



WIRELESS SYNCING

Automatically sync stats to 200+ leading iOS, Android and Windows devices.

* A Pandora subscription is required to download playlists.

** Battery life and charge cycles vary with use, settings, and other factors; actual results will vary.





Work out in a whole new way

With personalized on-screen workouts, built-in GPS, continuous heart rate, run detect and more, Ionic was designed to elevate your fitness experience.



Use your music as **motivation**

Ionic stores and plays 300+ songs—including playlists from Pandora—giving you the extra edge you need to tackle tough workouts.



Better battery, more **convenience**

Get instant access to your favorite apps, key notifications like calls and texts & make payments from your watch—all with a 4+ day battery life.

Find your **style.**



Fitbit Ionic

Blue Gray & Silver
Slate Blue & Burnt Orange
Charcoal & Graphite Gray
\$299⁹⁵



Sport Bands

Black & Charcoal Sport
Cobalt & Lime Sport
\$29⁹⁵



Perforated Leather Accessory Bands

Cognac Horween Leather
Midnight Blue Horween Leather
\$59⁹⁵