

Me-Mover FIT blasts through its funding goal in just 28 hours!

Copenhagen, Denmark--November 19, 2015--Me-Mover FIT hit the ground running with its latest Kickstarter campaign. In just 28 hours the company was able to reach its US\$100,000 funding goal. Its success proves that consumers are looking to find better and improved ways to workout. Breaking off from typical fitness machines, FIT offers a fun, effective and adaptable workout.

FIT is reinventing the outdated concept of how to stay in shape by creating a fitness machine that is adaptable to the modern lifestyle and gives you an incredibly efficient workout, in less time. In modern times people find it very difficult to find spare time to workout so why not make it easier by offering a short but intense workout that you can take with you wherever you go.

The technological advancement in the design not only provides the user with a powerful training session but a safe one as well. Me-Moving is a high-intensity workout with ultra-low impact on your joints. You strengthen your legs, glutes, core, back, pectorals and arms. The G-force impact on the joints is dramatically lower on the Me-Mover than when running or even walking. These two advancements in combination make it the perfect solution for anyone who wants to stay fit but doesn't have the time in his or her day to go to the gym or fitness studio.

Ralph Beard a first time Me-Mover says, "Bottom line is that Me-Mover lives up to all of its claims. It is the very best fitness tool I have used. My core strength has improved significantly, and I feel stronger all around and have more stamina and endurance."

Another great feature of the Me-Mover FIT is that it can double as a transportation method for when you want to sneak in that quick workout while running to the store or meeting your friend at the coffee shop around the corner. FIT is also made to be easy to store. Fold it in seconds and you can easily take it with you on the subway or in your car.

This is the company's second model. Technological improvements include a highly optimized and improved transmission with lower resistance and faster acceleration and an increased range of the pedal stroke on the FIT, with a lower gear ratio at the top of the stroke and a higher gear ratio at the bottom. All of these changes result in a better driving feel for the user.

By offering variety and entertainment, the Me-Mover FIT, is redefining the fitness industry by giving people the freedom to use their fitness machine indoors or out, as a means of transportation or to take a fun stroll on the park, all while providing an incredibly effective exercise session.

Me-Mover still has 26-days left on its Kickstarter campaign and if the launch was any indication of its future success, we are looking at possibly seeing one of the strongest Kickstarter campaigns in the fitness industry. For more detailed information you can visit the Kickstarter page [here](#).

About Me-Mover:

Me-Mover was founded in 2010 by Jonas Eliasson with a vision to making people move. The company launched its first Kickstarter campaign in 2014 and it was a runaway success, raising over US \$300,000 in one month.

Following this great start, Me-Mover received rave reviews from runners, fitness trainers, sports professors and customers. Based on feedback, comments and new design hacks, Me-Mover developed its second-generation model geared entirely toward fitness: the Me-Mover FIT. Featuring important design and technology enhancements, the FIT delivers smarter training in less time.

The Me-Mover team consists of architects, engineers, production technologists and commercial people, who all have a passion for great products, great design, good life and of course ... to make people move.

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