

Me-Mover is revolutionizing the fitness industry with its newest version: the Me-Mover FIT.



November 16, 2015--Today Me-Mover announced its commercial release of the Me-Mover FIT, a three-wheeled step-machine that makes it incredibly easy to stay fit. Its Kickstarter campaign launched today. This is Me-Mover's second Kickstarter campaign, the first one launched in 2014 where they made over \$300,000 USD.

"Our previous campaign was a huge success. We have delivered 500 units to customers around the world, and the feedback is just great. They love their Me-Movers, and to our surprise their main feedback is how great it is for fitness and exercise," explains Jonas Eliasson, CEO of Me-Mover about the redesign of the new version Me-Mover FIT, "The response not only led us to radically change our focus towards fitness, but based on the input and design ideas from our backers and customers, we created a completely new product to match the use. This is how the Me-Mover FIT was born."

FIT is rethinking the concept of fitness. It's about getting more exercise in less time. FIT not only burns 30%-40% more calories than cycling or running but it's also a safer workout because of the low impact it has on ankles, knees, and back.

FIT adapts to your schedule so that you can workout anytime. Me-Mover is all about making it easy for people to live healthy active lifestyles. Don't have time to go to the gym? Hop on the Me-Mover FIT to run errands like going to the bank or store and get an effective high-calorie

burning workout all at the same time. It's more than just a fitness machine, it's the gym that joins you everywhere. Get a great workout anytime and anywhere in just minutes.

The team has also developed two addons that complete the fitness experience. The resistance add on lets you increase or decrease the intensity of the workout while the home trainer add-on lets you use FIT inside so that you can use it year round.

The Me-Mover FIT has fine-tuned its technology by including a highly optimized and improved transmission with lower resistance and faster acceleration. The Me-Mover engineers have increased the 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. These new enhancements make for a better driving feel.

Due to its ergonomic stepping motion for low impact that gently cushions your joints on landing, FIT can be used as a rehabilitation or improvement tool. Athletes who are recovering from an injury can slowly build up their strength and stamina. Skiers during the offseason can also benefit by continuing to practice on the Me-Mover, since the carving motions are very similar to those used in skiing. The Me-Mover FIT is designed to adapt to your fitness levels and needs, all while you are enjoying during your workout.

FIT launches on Kickstarter with a \$100,000 USD funding goal. Me-Mover will be offering exclusive deals during the campaign. Supporters who pledge during the first 4 hours will be able to purchase the FIT for \$1199, after that they will offer it for \$1299 for the next 48 hours. Those who are not lucky enough to get this exclusive offer will be able to get the FIT for \$1399 which is still a great discount from what it will retail at \$1799. To learn more about the campaign please click [here](#).

About Me-Mover:

Me-Mover was founded in 2010 by Jonas Eliasson with a vision to make 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 success, 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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