

***Redesigned Polar FT60 combines fitness with femininity***

***One of Polar's most popular lines now available in attractive new shade***

*Kempele, Finland 6<sup>th</sup> May 2013* – Women who want to get more from their workout without compromising on feminine style have a new essential element for their kit bag, the Polar FT60. Available in a new lilac shade – predicted to be one of the hot colours in the world of sports and fitness over the next few years – the FT60 is packed with features which help female gym-goers and other fitness fanatics to get more from their training.



Polar has almost four decades of research and know-how in helping people to get better results from their training by following a varied training program. Whether someone wants to run faster, feel fitter, or lose weight, Polar products allow them to do this more efficiently than by following the same routine week after week. The FT60 makes this particularly easy as it contains Polar's unique STAR Training Program feature.

The STAR Training Program is like having a dedicated personal trainer on the wrist. Users select personalised health and fitness targets and the STAR Training Program does the rest. It suggests different training times and intensities to maximise training results without pushing too hard. By following the suggested training plan for each session, users see visual rewards to underline their progress and keep them motivated for the next workout.

As well as the STAR Training Program, the FT60 includes the sophisticated heart rate monitoring technology and Smart Coaching features for which Polar is renowned. Users can keep a track of the calories burned while exercising with the most accurate calorie counter available. They can also use the FT60 to take the easiest fitness test ever created and to track changes over time. Simply by lying down for five minutes, the Polar Fitness Test can accurately assess their fitness levels.

The beautiful new design of the FT60 will also help female fitness fans to look and feel great whether they are training or enjoying the results afterwards. The lilac colour scheme and curved contours of the redesigned FT60 will appeal to the aesthetic sensibilities of Polar's female users, allowing joggers, runners, cyclists and other sportspeople to look as good as the FT60 makes them feel.

Those who wish to get their hands on the Polar FT60's new colour update can do so through all authorized Polar retailers when it goes on sale in May 2013. As well as the new Polar FT60 in lilac, the sets will come with the Polar H1 heart rate sensor as standard.

**About Polar**

Founded in 1977, Polar Electro invented the first wireless heart rate monitor. Since then the company has been leading the sports instruments and heart rate monitoring category through its in-depth understanding of human physiology, performance, and the environment. Polar works in close cooperation with leading sports institutes and governing bodies, and has, thus, become widely recognized as the pioneer and world's leader of heart rate monitoring and fitness evaluation equipment.

Headquartered near Oulu in Finland, the company operates internationally in more than 80 countries and its products are sold through over 35,000 retailers globally.

Today, the award-winning Polar training computers are the number one choice among consumers worldwide. To learn more about how the wide range of Polar products and services can help you achieve your training goals and make your fitness story a success, please visit [www.polar.com](http://www.polar.com).

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