

fitbit versa™

Live your best life with Fitbit Versa™—an all-day health and fitness smartwatch that lasts 4+ days and uses personalized insights, music & more to help you reach your goals.



Features designed for your goals.



FITBIT TODAY

See all your daily stats, plus personalized insights and reminders all in one place.



MULTI-DAY BATTERY

Enjoy a battery life of 4+ days, so you can wear it all day and night without charging.**



STORE & PLAY MUSIC

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



ON-SCREEN WORKOUTS

Personalized workouts give you guidance through every move & adapt based on your feedback.



EXERCISE MODES & CONNECTED GPS

Track workouts with 15+ exercise modes & use your smartphone GPS to see real-time pace and distance.



POPULAR APPS

Instantly access your favorite apps for weather, sports and more.



NOTIFICATIONS & QUICK REPLIES

Get call, text and calendar alerts & send quick replies. *On select devices, when phone is nearby. Quick replies coming soon on Android only.*



PUREPULSE® HEART RATE

Get continuous heart rate tracking, follow trends over time, see real-time heart rate zones & discover your cardio fitness level.



SWIMPROOF

Water resistant to 50M for wear in the pool or rain & tracks laps, calories burned and more during swim workouts.



AUTO ACTIVITY & SLEEP TRACKING

See steps, distance, calories, floors climbed, active minutes & time in light, deep and REM sleep.



FEMALE HEALTH TRACKING

Use with the Fitbit app to log your period, record symptoms, track ovulation & discover patterns in your cycle. *Coming Summer 2018.*



DESIGNED FOR ALL DAY

Features a lightweight and durable anodized aluminum case, comfortable band & bright color touchscreen.



ACCESSORIES & CLOCK FACES

Wear Versa your way by changing your clock face & switching the accessory band. *Sold separately.*



WIRELESS SYNCING

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



WALLET-FREE PAYMENTS

Built-in NFC chip lets you store and use credit cards right from your watch.

* A Pandora subscription required to download stations.

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

A versatile, all-day companion.



MADE FOR HEALTH & FITNESS

From personalized insights about your health to fitness guidance to keep you moving, this watch empowers you to improve yourself.



DESIGNED FOR YOUR LIFE

With a long-lasting battery, water-resistance and interchangeable accessories, Versa is lightweight, comfortable, durable and made for any occasion.



CONNECTS YOU TO WHAT MATTERS

Run your day with access to popular apps, storage for your favorite songs, smart notifications, ways to send quick replies & more.

Wear Versa your way.

Fitbit Versa
Black, Peach
or Gray
\$199⁹⁵



Special Editions
Charcoal or
Lavender Woven Band
plus Black Classic Band
\$229⁹⁵



Classic Band
White
\$29⁹⁵



Horween Leather
Cognac, Midnight Blue
\$49⁹⁵



Metal Mesh
Black
\$79⁹⁵