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CHRISTIAN WADE AND LISA RAMOS LAUNCH FREELETICS “DARE TO BE FREE” TRUCK

Freeletics, The World’s Fastest Growing Fitness App, Launches Custom Built Fitness Truck as Part of the Brand’s Biggest Ever Marketing Campaign.

NEW YORK (January 6th, 2018) – Today, [Freeletics](#), the world’s fastest growing fitness app, kicked off its biggest ever marketing campaign with the launch of the ‘Dare to be Free’ Truck. The 24ft truck equipped with a custom-built fitness studio was launched by NFL Player Pathway Program athlete Christian Wade and social media influencer Lisa Ramos.

The Dare to Free Truck is a 24ft glass box truck weighing 24,000lbs and equipped with a custom-built fitness studio including a self-run treadmill, squat rack, boxes, chin up bar, battle ropes, kettle bells and gym bench. The truck was launched with the purpose of enabling remote fitness and exercise opportunities to all US citizens.

NFL Player Pathway Program athlete, Chris Wade, commented “The Dare to be Free Truck is a fantastic initiative and provides athletes of all abilities and levels of fitness the opportunity to work-out without restrictions. Having Freeletics by my side as I make this hugely exciting step in my career, is invaluable.”.

The Dare to be Free Truck will be touring New York throughout January visiting iconic destinations including, Washington Square Park, Rockefeller, Highline Soho and Central Park before touring wider US states throughout the year.

The launch of the Dare to be Free Truck marks the kick-off of **Freeletics** biggest ever marketing campaign: Dare to be Free. The integrated global marketing campaign aims to breakdown the barriers to fitness and support athletes of all abilities to lead fitter, healthier lives.

“**Freeletics** has always been driven by a singular vision: to challenge and inspire everyone to become the greatest version of themselves. The launch of the Dare to be Free Truck is a great testament to this vision and I hope it serves to inspire people towards their fitness goals” said **Freeletics** CEO, Daniel Sobhani

The launch of the Dare to be Free campaign comes following the brand’s recent closure of a \$45 million Series A funding round. With 120% record growth in core markets, including the US, over the last six months, the company is poised for exponential growth.

Freeletics was founded in 2013 with the mission to challenge and inspire people to become the greatest version of themselves. Since its founding, the bootstrapped company has grown to create some of Europe’s #1 fitness and personal coaching apps, and commands 31 million users worldwide in over 160 countries.



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The company's flagship app, '[Freeletics Fitness Coach](#)' is the #1 fitness app in Europe and offers the most advanced AI technology in the industry. The training app puts a personal trainer in your pocket, enabling users to train anytime, anywhere with a full program of personally tailored workouts. The program's unique AI allows the app to learn from workout feedback, and then develop ongoing smart **Freeletics** Training Journeys uniquely designed for each user.

To follow the Dare to be Free Truck follow @Freeletics on Instagram, Facebook and Twitter or for more information on **Freeletics**, please visit www.freeletics.com. The **Freeletics** Training Coach app can be downloaded for free in the [App Store](#) and [Google Play Store](#).

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About Freeletics

Freeletics has been built around a single vision since day one: to challenge and inspire people to become the greatest version of themselves. Freeletics is the creator of some of Europe's #1 fitness apps, promoting and increasing physical fitness as well as mental strength, willpower and self-confidence – all vital tools for shaping a life in accordance with one's desires and goals. Founded in June 2013, the company has already created one of the most successful fitness movements in the world, with 31 million users in over 160 countries.

Freeletics Media Channels

Instagram - www.instagram.com/freeletics

Facebook - www.facebook.com/freeletics

YouTube - www.youtube.com/freeletics

Twitter - www.twitter.com/freeletics

[Our Company Values](#)

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