



PRESS RELEASE

Freeletics Reinvents Running with new App Update

The leading AI fitness app announces an all-new running experience, with brand new ways to train for anyone looking to achieve their fitness goals

Munich, 19th August 2019 – [Freeletics](#), the world’s fastest-growing digital fitness brand, launches a new way to run today. By integrating running into its globally successful personal training app, Freeletics now offers a unique running experience. “Hybrid Running” combines running and bodyweight training – with workout plans fresh to the market and designed to appeal to both runners and non-runners. “Hybrid Running” is just one of four innovative running Training Journeys which aim to change the way people run and exercise, available to over 38 million Freeletics users from today.

With this new update, Freeletics has integrated features and running workouts from its Freeletics Running app into its [flagship app](#), expanding the app’s unique personal training portfolio even more to include bodyweight-only training, weights-based training, and now running training. All in one app, all powered by AI (artificial intelligence). This platform approach to fitness allows anyone looking to achieve any goal to pick and choose what type of training suits their experience, preferences and goals best, whilst giving them the ultimate flexibility to still exercise whenever, wherever and no matter what. With these changes, the world’s leading AI fitness app is taking another step towards its goal of becoming the most holistic and comprehensive fitness platform for people looking to become the greatest version of themselves, both mentally and physically.

Running and bodyweight HIIT: A match made in heaven

Few people enjoy pounding the pavement for miles on end - and it’s not as effective as it could be. This is why Freeletics now offers people a different route to their fitness goals. The “Hybrid Running” personal training plan combines core and lower body exercises with sprint intervals and distance runs to burn fat, improve running performance and increase cardiovascular stamina. This innovative combination of running and bodyweight HIIT (high intensity interval training) uses more energy than regular endurance training, targets more muscles than running alone and promotes the afterburn effect, so the body continues to burn calories after the workout is over. As a result, the Training Journey is a more efficient and effective way to burn calories and lose weight, plus the additional training variety reduces boredom and removes many hurdles non-runners face when first beginning to run.

Don’t just run

Unlike most running apps, the Freeletics take on running does not revolve around endless miles, tracking data and comparing graphs. Instead, the Freeletics app focuses on running

smarter with specific training plans to achieve real results. This is why the running update also consists of an additional three Training Journeys: Run Further, Run Faster and Run & Burn. As their names suggest, each has been designed to help users reach their specific running goals in the most efficient way. To achieve this, the Freeletics Coach – an advanced digital personal trainer – uses AI to give every user a hyper-personalized workout experience. The Coach compares and learns from 38 million users and, by doing so, can tailor every week’s workout plan to any individual - down to a single exercise, so no two plans will be the same.

The Coach guides users through sprints, intervals, distance runs and bodyweight workouts while audio cues let runners know how much further to run and when it’s time for their rest before the next interval. Whether a user wants to start running, pick up speed, boost endurance or lose weight, there is a training plan for every fitness level and goal. The Coach even helps users overcome common excuses such as time, bad weather and lack of equipment with an innovative “Quick Adapt” feature.

Running the Freeletics way

With this new product update, Freeletics aims to bring a fresh perspective to running, both for seasoned runners and novices. “We know that running can be so much more than the aimless jogs, graphs and stats it has been reduced to,” says CEO Daniel Sobhani. “We want to challenge the status quo and show the world that you can run differently with us: Smarter, faster and longer. We want to support people’s long-term success, help them achieve their health and fitness goals and reach greater heights than ever before. This isn’t just running - this is running done the Freeletics way.”

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For more information on Freeletics, visit www.freeletics.com. Imagery for editorial use can be found here. To download the Freeletics app for free, visit the [App Store](#) or [Google Play Store](#). For review codes, please E-Mail press@freeletics.com.

About Freeletics:

Freeletics was founded in 2013 with the mission to challenge and inspire people to become the greatest version of themselves. Since then, the company has grown to create some of the most popular fitness and personal coaching apps, with 38 million users in over 160 countries. The company’s [flagship app](#) is the #1 fitness app in Europe and offers the most advanced AI technology in the industry. The app puts a personal trainer in your pocket, enabling people to train anytime, anywhere, with hyper-personalized training plans and workouts. The program’s unique AI technology allows the app to learn from 38 millions users, plus individual workout feedback, so it can develop ongoing smart Freeletics Training Journeys uniquely designed for every single user.

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