

**Sports Tracker Fitness App Starts Halloween with a Ghost Chase!**

*Compete Against Phantom Athletes with New Premium Workout Motivation Features****.***

Sports Tracker - the original GPS-based fitness app – has again added new features to the [Sports Tracker Premium](http://www.sports-tracker.com/premium/) in iOS, incorporating more personalized and customized adjustments to improve user experience. With Halloween around the corner Sports Tracker unleashes the Ghost Target for users to catch. Now they can experience the thrill of chasing or escaping their ghost!

**Turn your phone into a personal motivator!**

[**Ghost Target**](https://www.dropbox.com/sh/l50b3y51h8dmtht/AABOBm-6fj6VwHvqvhxHO15Ha/Screenshots/Sports%20Tracker%20-%20Ghost%20Target.PNG?dl=0) boosts your motivation by spicing up your workout routine. You can now race against any targeted workout you aim to overcome and receive constant voice feedback based on your real-time performance. Beat your records!

With [**Custom Ghost Target**](https://www.dropbox.com/sh/l50b3y51h8dmtht/AACXJ-VDMPRqvfpgrzwUByWua/Screenshots/Sports%20Tracker%20-%20Custom%20Ghost%20Target.PNG?dl=0) you can plan your exercises in your own way. Select a route and set the type of target you want to focus your training on. You can choose from distance or duration to energy or pace. Now it is easier to track your progress!

[**Ahead-Behind Graph**](https://www.dropbox.com/sh/l50b3y51h8dmtht/AAD042qfiaOP31sFY0VjMLXda/Screenshots/Sports%20Tracker%20-%20Ahead-Behind%20Graph.PNG?dl=0) is a great tool for evaluating how you performed against your target. It gives you an easy understanding and a wide comparison between your workouts, shown in a graph. Who said analyzing was complicated?

Finally, with the fully [**Customizable Voice Feedback**](https://www.dropbox.com/sh/l50b3y51h8dmtht/AAAMCsmvzSp8IwdeBLnDYqLFa/Screenshots/Sports%20Tracker%20-%20Customizable%20Voice%20Feedback.PNG?dl=0) you can choose for each activity the kind of information you want to hear in your audio feedback (distance, energy, pace, heart rate, etc.) and how often to receive it.

All new designed features are meant to help users maximize their performance and set accurate personal goals. “The feeling one gets from making progress simply never gets old. We are tapping into that emotion and hope to inspire people to both create and maintain an active lifestyle,” Jussi Kaasinen, Sports Tracker CEO said.

**Read more** about Sports Tracker Premium features: <http://bit.ly/STPremium>

The free Sports Tracker app can be upgraded to Sports Tracker Premium on Android and iOS platforms with a monthly or yearly subscription for $3.99 and $27.99, respectively.

**Download** Image and screenshots: <http://bit.ly/1sSlKMn>

**Watch** Sports Tracker Premium teaser: <http://bit.ly/1wZl4W1>

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Sports Tracker in Google Play: [bit.ly/ST\_Android](http://bit.ly/ST_Android)

Sports Tracker in Appstore: <http://bit.ly/ST_iOS>

Sports Tracker is the original GPS-based fitness app, founded in 2004 by a team of outdoor sports enthusiasts. A first in its category, our company has grown from a small Nokia spin-off into a one-stop fitness service whose offering boasts an award-winning app, compatible hardware and a social online community. Our goal is to make it easy and fun to track and analyze your training – so that you get inspired to keep moving, push past your limits and live a healthier, happier life. For more information visit [www.sports-tracker.com](http://www.sports-tracker.com).