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White and Silver Edition of The Nike+ SportWatch GPS Powered by TomTom is launched

Amsterdam, 9 October, 2012 – TomTom and Nike today unveil a new edition: a sleek white and silver colorway. The expanded collection now includes white/silver, black/anthracite, black/blue, black/volt and volt/black.

This latest version of the running watch takes inspiration from one specially designed this summer for athletes such as Allyson Felix, world champion U.S. sprinter, and Mo Farah, world champion U.K. long distance runner. To celebrate the greatness that inspired these athletes' championship moments, Nike designed an ultra-premium version in white, crafted with gold details.

The Nike+ SportWatch GPS Powered by TomTom offers the most dynamic and motivational running experience in the world, thanks to its unique functionality, beautiful design, and direct connection to nikeplus.com.

It is designed for high performance with high visibility backlit LCD display providing the runner with critical in-run metrics of time, average and instantaneous pace, and distance. The Nike+ SportWatch GPS Powered by TomTom also has motivational features to enhance the running experience, including run reminders and messages that inspire you before and after runs.

Nike+ Running allows runners to track, measure, share and compare their runs with the entire NIKE+ community, which has grown to include approximately 10 million members and has recorded more than 672 million miles run. Runners globally can access NIKE+ through the Nike+ Running App for iPhone and Android and nikeplus.com.

Initially launched for Running in 2006, NIKE+ has expanded into a multi-sport ecosystem that includes Nike+ Basketball, Nike+ Training and Nike+ Kinect Training. Multi-sport users can visit the single-destination nikeplus.com to access all their data – including lifetime NikeFuel points accumulated from all NIKE+ devices – creating a globally connected community of sport.