

## Amazfit Announces Olympic Medalist Grant Fisher as New Brand Ambassador

*Elite distance runner joins Amazfit's growing athlete team and will play an active role in product testing and innovation*

MILPITAS, Calif., Sept. 11, 2025 /PRNewswire/ -- Amazfit, a leading global smart wearables brand owned by Zepp Health (NYSE: ZEPP), today announced two-time Olympic medalist and American record holder Grant Fisher as the newest addition to its roster of athlete ambassadors. Fisher will collaborate closely with Amazfit on product testing, athlete storytelling, and community engagement as he trains toward the 2028 Olympic Games in Los Angeles.

Fisher made history at the Paris 2024 Olympics by winning bronze medals in both the 5,000m and 10,000m — the first American ever to medal in both events at the same Games. Known for his calm, consistent approach to training, he has become one of the most respected athletes in the sport. His background includes 11 NCAA All-American honors at Stanford and a breakthrough high school career where he ran a sub-four-minute mile.

As a core part of Amazfit's performance testing team, Fisher has been training with the Amazfit [Balance 2](#) and [Helio Armband](#), integrating them into his daily routine to monitor pace, recovery, and performance metrics.

"I'm incredibly excited to begin a partnership with Amazfit! My career has always been driven by precise data, consistency, and a constant desire to improve – elements that Amazfit puts at the forefront of their product development," said Fisher. "As I continue to train smarter and compete against the best in the world, I'm proud to have Amazfit by my side as a key partner in my journey."

"Grant is the kind of athlete who elevates everything around him — from the level of competition on the track to the way we think about performance off of it," said Scott Shepley, Head of Global Marketing at Amazfit. "His disciplined, data-driven approach makes him an ideal partner for Amazfit as we continue building tools for athletes who demand more from their training. We're honored to support him through the next chapter of his career and all the way to LA28."

Fisher joins a growing roster of Amazfit athlete ambassadors, including ultra runner Rod Farvard, Olympic sprinter Gabby Thomas, triathlete Morgan Pearson, and 2025 UTMB women's champion Ruth Croft. Together, these athletes represent a wide spectrum of endurance sports and play an active role in testing and validating Amazfit's performance-focused technology.

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### About Amazfit

Amazfit, a leading global smart wearable brand focused on health and fitness, is part of Zepp Health (NYSE: ZEPP), a health technology company with its principal office based in Gorinchem, the Netherlands. Zepp Health operates as a distributed organization, with team members and offices across the Americas, Europe, Asia, and other global markets.

Offering a wide selection of smartwatches and bands, Amazfit's brand tagline, "*Discover Amazing*," encourages individuals to break barriers, exceed expectations, and find joy in every moment. Amazfit is powered by Zepp Health's proprietary health management platform, which delivers cloud-based, 24/7 actionable insights and guidance to help users achieve their wellness goals.

Known for outstanding craftsmanship, Amazfit smartwatches have won numerous design awards, including the iF Design Award and the Red Dot Design Award. Launched in 2015, Amazfit is embraced by millions of users, with products available in over 90 countries across the Americas, EMEA, and APAC regions. For more information, visit [www.amazfit.com](http://www.amazfit.com).

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