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# About komoot

Komoot is the app that lets you find, plan, and share adventures with the easy route planner.

Driven by a desire to explore, and powered by the outdoor community's recommendations, it's komoot's mission to inspire great adventures making them accessible to all.

Let's start with the nuts and bolts.

## Why a route planning and navigation app?

The desire to explore new places by bike is something most riders have – even the most performance-driven cyclist will get bored riding the same routes over and over again. This, together with the current trend in cycling towards adventure and exploration makes the need for a robust route planning tool obvious. Once the idea to go somewhere further afield than your locality with your bike has popped into your head, the next step is planning the route. Until now this often involved scouring forums for tidbits of info from other riders, downloading some GPX files, and consulting maps and books.

Komoot combines all of the elements of the typical route planning project into one handy planner available as an app on Android and iOS or your computer. Topographical information, route length, elevation and predicted time to complete; integrations with GPS devices and wearables like Garmin and Wahoo (with a dedicated komoot for Garmin app); other riders' recommendations; and a robust algorithm that prioritises the type of roads and trails you prefer to ride on are just a few of the many features. Once the route has been planned, komoot's smartphone apps turn your phone into a GPS device with turn by turn voice navigation — and making adjustments on the fly has never been easier.

With komoot, a sense of adventure will be re-born, secure in the knowledge that you'll never get lost. You will experience true hidden gems based on recommendations from other cyclists, so you'll never find out later that you missed out.

## The komoot promise

Komoot pioneered digital navigation, modernized exploration, and now provides the smartest way for you to explore. This smart exploration replaces uncertainty with knowledge, providing information about how long your Tour will last, how far you'll go, and what elevation you'll reach. You'll get information on the terrain and the weather along your Tour. By arming you with intel, komoot helps you to feel free to roam, giving you the confidence to explore on the bike, no matter what your previous experience looks like.

### **Features & benefits of komoot**

### • Sport-specific routing

Komoot doesn't just plan any route, it plans *your* route, based on a number of pre-selected parameters. Select your sport (road cycling, hiking, mountain biking, gravel cycling), your start and end points, and komoot will plot a route using the roads or trails that best suit you and your bike.

#### Detailed route profiles

The route profile displays the information you want to see like the surface type and elevation profile. That means you can anticipate the big climbs and ensure your ride only includes surfaces you want to ride on – tarmac for the road cyclists, gravel and dirt tracks for bikepackers, gravel and touring cyclists or single-track for mountain bikers.

### • Highlights

Recommendations from local riders in the area appear as Highlights (red dots on the map). These could include a great cafe, an awesome segment of flowy singletrack, great views, or a well-stocked shop.

#### Inspiring Content

Discover the best routes, guides, and handmade Collections, organized by region and categorized by the type of adventure you're looking for. To find them, hit "Find your next adventure" in the app, or click search in the web client.\*

### • Find your next adventure

Search thousands of ready-made Tours, Highlights and curated route Collections based on what the komoot community has been up to. Filter by sport type, location, duration, and difficulty to get the perfect route for you. When using the mobile app to find Tour recommendations near you, komoot automatically adjusts the results to start at your current location.\*

### Languages

Available in English, German, French, and Italian, Spanish, and Dutch.

\*komoot Collections and Tour Recommendations are only available in some regions – please check komoot in your locale

### **How komoot works**

## **Route planning**

Planning your next adventure with komoot is easy on your computer **desktop or one of the smartphone apps for iOS or Android.** 

- Enter your start and endpoint, your fitness level and your sport-type, and select "round trip". Komoot will do the rest.
- Once you have the basic route in place, you can adjust it to include Highlights by selecting one and clicking "add to route."
- You can include points of interest such as public toilets, shops and cafes/restaurants in the same way.
- View the distance, surface type and elevation profile for your route and adjust the route accordingly (avoid or include certain segments by adding or dragging waypoints on the map).
- Select different map overlays including a satellite map to get even more detailed information about your route.

## **Navigation**

- Offline navigation: save planned routes offline so you can adventure in the wilderness without worrying about losing signal or your battery dying.
- No GPS device needed: with the komoot app for iOS or Android, you can use your smartphone to navigate and re-route as you go.
- Voice navigation: use turn by turn voice navigation so you can focus on your ride without missing a turn.
- From GPS bike computers and e-bike displays to smartwatches and wearables, komoot has integrations with 100's of devices, including Garmin and Wahoo.
- Komoot has an advanced proprietary app for Garmin which can be downloaded from the Garmin Connect IQ store.

## **Contributing to the adventure community**

- Create your own Highlights: save special places or segments of the route that you think other riders would want to know about.
- Upload pictures of what you experienced on your ride, and of Highlights to showcase their awesomeness.
- Save your route as a Tour and make it public so others on komoot can plan their own outdoor experiences using your tips.
- Follow fellow adventurers, like and comment on their Tours, and share the love on komoot

### **Pricing**

- Komoot is free to download and to use.
- With the free to use version of komoot called komoot Maps, maps can be purchased for offline use for £3.99, £8.99 (bundle) or unlock the world for £29.99.
- Komoot also just launched a Premium subscription product. Find out more about komoot
   Premium <u>here.</u>

## **Cycling Segmentation and komoot**

Here is an overview of how komoot fits/serves the needs of different types of cycling and its riders

Sport type	Komoot feature that serves their needs
Gravel/adventure rider	<ul> <li>Gravel-specific routing – let komoot find the gravel paths for you</li> <li>Highlights – get an idea of what is in store on your ride based on tips from experts who've been there</li> <li>Garmin &amp; Wahoo syncing - advanced integrations with profile connect</li> <li>Personal Collections*- organize and sort your routes by theme, location or sport type</li> <li>On-tour weather* – never leave home unprepared again, check the forecast and ensure you pack everything you need</li> <li>Multi Day Planner - plan adventures that take more than 3 days to complete and find accommodation along the way</li> <li>Live Tracking* - Share your real-time location with family and friends</li> </ul>
Roadie/Endurance roadie	<ul> <li>Sports-specific automated route planning algorithm - plan a route in just a few click on your smartphone or computer desktop</li> <li>Way types - see how much of your route is on asphalt, paved road or a national cycling route</li> <li>Highlights - get an idea of what is in store on your ride based on tips from experts who've been there</li> <li>Sport-specific maps* - plan with national cycling routes for less trafficked options</li> <li>Garmin &amp; Wahoo syncing - advanced integrations with profile connect</li> <li>On-tour weather* - never leave home unprepared again, check the forecast and ensure you bring everything you need</li> <li>Live Tracking* - Share your real-time location with family and friends</li> </ul>
Mountain biker	Uphill routing – avoids steep climbs to the trailhead, instead routing you via inclines with less gradient

- Offgrid routing override komoot routing and manually plot your route even where no trail is displayed
- Surface info investigate the technical difficulty of your planned ride
- Highlights see local mountain biker's recommendations for trail segments
- Garmin & Wahoo syncing integration advanced integrations with profile connect
- On-tour weather\* never leave home unprepared again, check the forecast and ensure you pack everything you need
- Route warnings should a trail be closed or an area restricted you'll receive a warning
- Live Tracking\* Share your real-time location with family and friends

## The key message

Komoot is about experiences over performance. It is of paramount importance that editorial reflects this sentiment, as well as shows how easy it is to use komoot. By the end, readers should feel inspired and empowered to give komoot a try by using the voucher code\* to sign up for a free region bundle/All Regions Package at <a href="https://www.komoot.com/g">www.komoot.com/g</a>.

When communicating information about the voucher with your readers, please note that the URL MUST include "/g" at the end e.g. komoot.com/g, komoot.nl/g etc. When following this link, new users will be prompted to create an account. When this is complete they will be taken to the voucher page where they can enter the code in the field. Please ask if you are unsure about any part of this process.

## **Company Information**

Komoot is the largest and fastest-growing digital platform for adventurers and outdoor enthusiasts in the world - and it has a simple mission: to make outdoor adventures accessible to all. Komoot's mobile app and digital platform provide advanced route planning and navigation tools. At the same time, a content-rich feed of unique stories inspires its community of over 30 million users to explore and share their outdoor experiences and recommendations.

A group of 6 friends from the Austrian Alps and Germany founded the company in Berlin in 2010. In 2017, komoot pioneered a fully-remote workplace and today - its team of over 100 like-minded adventurers share this goal: to provide you with the best experience possible in the great outdoors.

Join komoot and discover everything you need to make the most out of your experiences outdoors with komoot Maps and Premium.

#### Accolades

- The komoot app has won numerous awards in the Google Play Store and iTunes, and is consistently ranked no.1 in the German App Store, thanks to its turn-by-turn voice navigation and high quality, topographic offline maps
   In 2021 Komoot was named one of Digital Trends' The best cycling apps for Android and iOS
   In May 2020 the Guardian newspaper recommended komoot as one of the top 5 routing and
- ☐ <u>Bikeradar, Cyclist Magazine</u> & <u>Cycling Weekly</u> all included komoot in their lists of the best cycling apps for 2020

#### **Additional Resources**

<u>Support at komoot</u> - find detailed answers to your questions in our support forums Komoot newsroom and media packs <u>http://newsroom.komoot.com/en</u>

navigation apps for hiking, running and cycling.