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Komoot Supports Global Adventure Cycling Events and Ambassadors in 2020

Potsdam, January 23rd 2019 - Komoot, the world's leading route planning and navigation app and the biggest digital community of outdoor experts in Europe, is proud to announce its continued commitment to the global adventure cycling community in 2020.

Komoot steps up as the **official route partner** of the Transcontinental Race in 2020 and will also sponsor the all-new [Atlas Mountain Race](#) (Morocco), while continuing its partnership with the [Silk Road Mountain Race](#) (Kyrgyzstan). As well as supporting events, komoot has a star-studded list of global and regional ambassadors that include the Dutch ex-professional cyclist Laurens ten Dam and the 'world's best ultra endurance cyclist' Lael Wilcox. On a regional level komoot works with Scotty Laughland (UK), Steffi Marth (Germany) and Toni de la Torre (Spain).

Different races - same rider benefits

The Silk Road Mountain Race and the Atlas Mountain Race have prescribed routes that have been carefully designed by organiser Nelson Trees. They take place in the depths of Asia and Morocco with minimal communication with the outside world. The Transcontinental Race, organised by Anna Haslock of Lost Dot Inc. on the other hand, traverses mainland Europe and route planning is the responsibility of each rider, making safety a major factor.

Although they are very different races, **a partnership with komoot offers riders very similar benefits**. Both race organisers have chosen komoot as the platform for their route presentation - sharing the interactive routes or mandatory parcours with their communities well in advance of each event to give riders plenty of time to get acquainted. Riders can interact with the routes online and get an extremely detailed level of understanding of what to expect, how to prepare both physically and mentally, and what equipment to use. The participants are gifted upgrades to [komoot Premium](#) with world offline mapping, sports specific maps, dynamic weather forecasting and the smart multi-day Tour planner. Each of these features have been designed with the most adventurous of cyclists in mind - proving indispensable in the many challenging situations that arise in the wild or when re-planning en route is required.

80% of the Transcontinental Race riders use komoot - safety is key

According to Anna Haslock, TCR race director *“One of the great features of komoot is the wealth of information our riders can access on their chosen route. I feel a lot more at ease knowing that with komoot our riders can route away from heavily trafficked roads. If they get lost or have any technical problems with their navigation devices, they can rely on the komoot smartphone app to re-route and navigate. We estimate that more than 80% of TCR riders from the past couple of years are already komoot users.”* Previous editions of the Transcontinental race routes can be found on their [komoot profile](#).

When it comes to real adventure cycling in remote locations - komoot ambassador Lael Wilcox relies heavily on komoot to perform her unconventional pre-race recces, often taking up to one month before events to become familiar with the terrain she will push herself to her limits on. *“Komoot is the perfect digital tool for route planning and navigation. I usually spend hours doing detailed planning on komoot.com to plan my projects. Once I am happy, I feel so relaxed knowing that I have everything stored on my [komoot profile](#). All my routes are ready to sync with my Wahoo or view on my smartphone if I need more detail or to make adjustments on-the-go. It’s indispensable.”*

Ambassador benefits for everyone

Supporting the world's toughest adventure cycling, bikepacking and gravel cycling events and riders enables komoot to work more closely with the global community of cyclists whose main motivation is exploring and discovering new places. According to Jonas Spengler, komoot co-founder and product lead *"we love seeing the creme de la creme of the most adventurous cyclists using komoot to plan and navigate races in Kyrgyzstan, Morocco and across Europe. These athletes are a great source of inspiration for us. **Our ambassadors are true representatives of komoot's core community, they help us to brainstorm ways we can improve komoot for everyone since they are putting it to the test in the most difficult situations and environments imaginable"**.*

In sponsoring the world's toughest unsupported bikepacking events and individuals who push beyond the boundaries of bike exploration - komoot shows its vested commitment to the global community of adventure cyclists who dare to go the extra mile.

For more information on komoot and media opportunities or enquiries please contact fiola@komoot.com

For information on global event and ambassador sponsorships please contact ian@komoot.com

Media kit is available for download here:

http://newsroom.komoot.com/media_kits/223028

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ABOUT KOMOOT

Komoot empowers, enables and inspires people to explore more of the great outdoors. With its smart route planner, tips from other users, turn-by-turn voice navigation and inspirational content, it has become the outdoor app of choice for almost 10 Million people all over the world. Komoot is home to the largest digital group of outdoor experts in Europe. For the more adventurous outdoor enthusiast and cyclist, komoot recently launched a premium version aimed at those among its community who wish to 'go further'. Komoot Premium has advanced features such as dynamic, on-Tour weather forecasting, a multi-day Tour planner and sports-specific maps.

Komoot is headquartered in Potsdam Germany, and currently employs approx. 60 people.



Komoot