



Beeline Moto II - A Revolution in Motorcycle Navigation Is Now Available in Stores

London, 29.05.2024 - Beeline, the up-and-coming technology company from London, known for its innovative navigation solutions, announces the official launch of sales for the new Moto II system.

A Revolution in Motorcycle Navigation

With this official launch and an overwhelmingly positive Kickstarter campaign, Beeline's latest innovation is now revolutionising motorcycle navigation, offering all motorcycle enthusiasts an unparalleled riding experience with an intuitive and user-friendly interface.

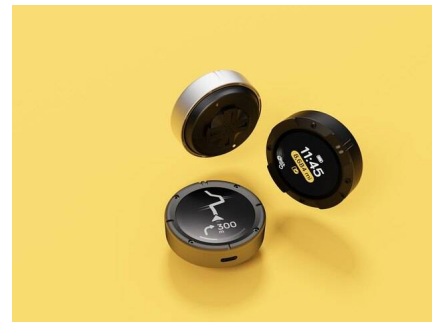


The Moto II navigation device is the result of intensive development work aimed at redefining navigation options for motorcyclists. The elegant design and forward-looking technology of the Moto II enhance the riding experience in every respect, from route planning to effortless navigation in unfamiliar terrain.

"We are very pleased to be able to present the Moto II, with its brand-new design and improved functionality, to the motorcycle community after an intensive product development phase."

Tom Putnam, Co-Founder Beeline



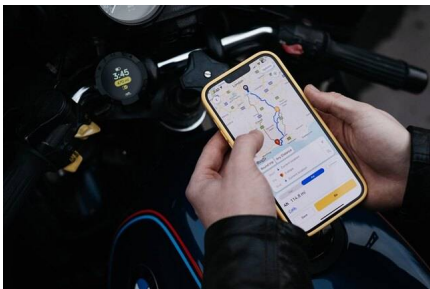
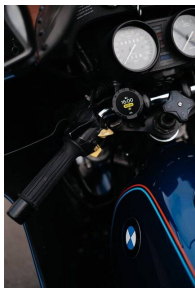


Elegant and Robust Design

The redesigned Moto II retains the elegant and minimalist design language of its predecessor, while offering a range of practical details for improved ergonomics and durability. The Moto II product line also includes new mounts with a slimmer, modular design that integrates seamlessly into the cockpit of any motorcycle or scooter, regardless of brand or model.

"The Moto II is the result of extensive research and development work, as well as the valuable feedback from our active users, who have already covered more than 150 million kilometres with Beeline. We are convinced that the Moto II will set a new standard for motorcycle navigation and enable riders to travel safely and confidently at all times."

Mark Jenner, Co-Founder Beeline



Moto II Highlights

- **Precise turn-by-turn directions** The Moto II features a user-friendly interface that, thanks to the new mini-map display, makes it easy to follow a route and keep the most important intersections in view at all times.
- **Mounts for every motorcycle** With a wide range of different mounts, the Moto II can be easily fitted to any motorcycle or scooter, offering maximum flexibility and convenience.
- **Worldwide routing** Moto II works worldwide - simply unpack it, switch it on and ride off.
- **Custom route planning** Motorcyclists can plan routes according to their personal preferences, whether they prefer scenic and winding roads, want to avoid highways, or are looking for the fastest way to their destination.
- **Improved display** Twice as large, ultra-high-resolution, anti-glare colour display.
- **RockerTop 2 buttons** For easy interaction, even when wearing gloves
- **Easy GPX import** Routes can be imported quickly and easily, and navigated directly with the Moto II.



Designed for Easy Repairability

In addition to its innovative features, the Moto II also underlines Beeline's commitment to sustainability: the company develops products whose quality and reliability come first, and with its unique Repair, Refurb and Recycle program, it enables quick and easy repairs in the event of a defect. The products are also subjected to rigorous testing to ensure durability and performance under all conditions - so riders can feel relaxed and safe on every trip.



Let's Redefine The Way We Ride

The Beeline Moto II is available in three different finishes. The models can currently be pre-ordered via the [Beeline website](#) and are already available in specialist retail stores.

The recommended retail prices for the Moto II navigation devices are:

- **Moto II Black plastic £179.99**
- **Moto II Metal Edition Gunmetal Grey £199.99**
- **Moto II Metal Edition Silver £199.99**
- The [Beeline app](#) is **free of charge for all core features**

Further information about the Moto II and all other Beeline products can be found at www.beeline.co.

Consumers can find Beeline products both online and in brick-and-mortar specialist retail stores across the world.

Retailers interested in adding Beeline products to their range are asked to contact Scott (scott@beeline.co) or Rebecca (rebecca@beeline.co) in the Beeline Sales team.

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About Beeline

Beeline is a British company creating beautifully simple navigation for motorcyclists and cyclists. Founded in London in 2015, Beeline combines thoughtful design with intuitive technology to help riders stay focused on what matters most: the ride. Today, Beeline products are used in more than 100 countries, helping people navigate everything from daily commutes to epic adventures.

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