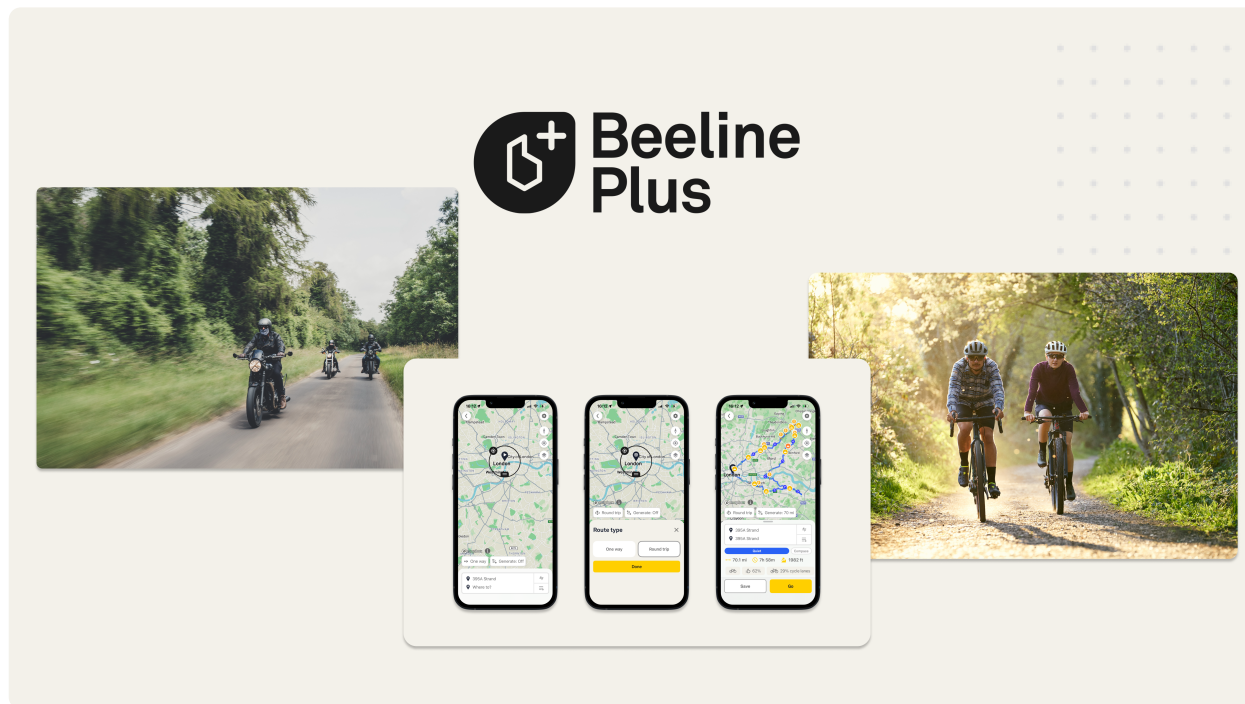




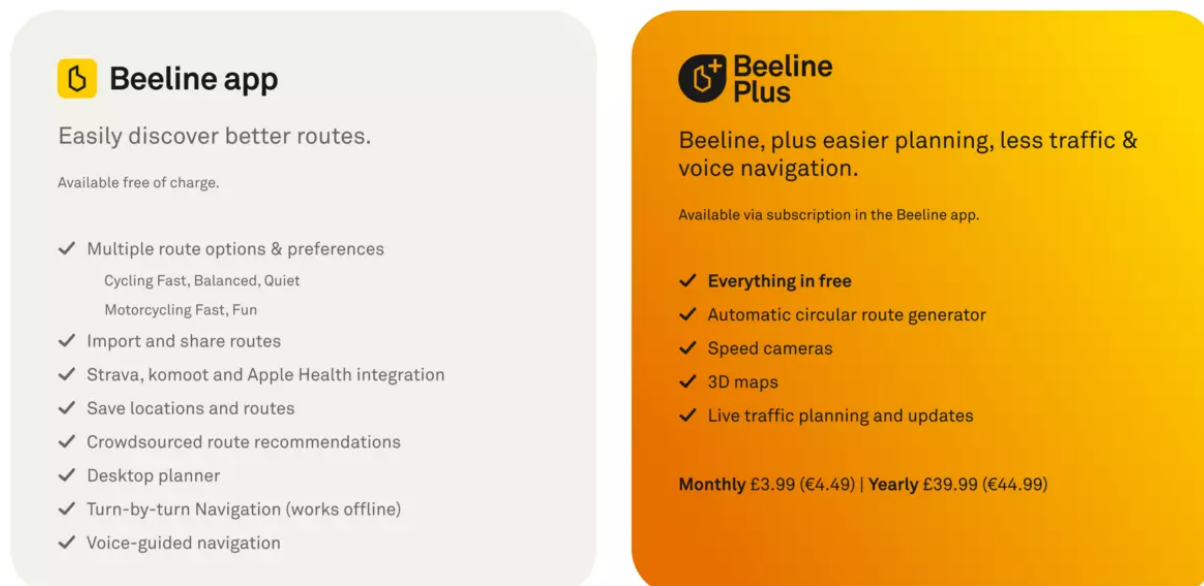
Beeline launches Beeline Plus premium app tier in DACH region

London, 05.06.2023 - The launch of the Beeline Plus premium tier in the DACH region means an addition to the Beeline product family for the Beeline community, tailored to all those motorcyclists who are looking for that extra level of information when planning and navigating their rides.

Beeline Plus expands the Beeline product family

The team of routing and navigation experts at Beeline in London has been continuously developing the features of the free Beeline app for many years, incorporating feedback from the Beeline community.

With the premium tier of the Beeline Plus subscription, the development team has now created an additional offering to the free Beeline app, aimed at a specific target group with a greater need for features.



In general, these are functions that are more costly to develop or for which Beeline incurs costs per user for certain external services. To finance these functions and their development, the premium tier of the Beeline app was already introduced in November 2023 in Beeline's home market, the United Kingdom.

The overwhelmingly positive response from the community has encouraged the Beeline team to now introduce this premium tier worldwide in other countries and regions as well.

Since the beginning of June 2024, Beeline Plus has also been available across the DACH region on both iOS and Android.



The free Beeline app and Beeline Plus

This divides the Beeline app offering into two options so that all new and existing customers can see at a glance which offering is exactly right for them when planning their rides.

The **free features of the Beeline app will continue to remain fully available** and will also continue to be developed as before, so that all motorcyclists have access to the best routing and riding experience.

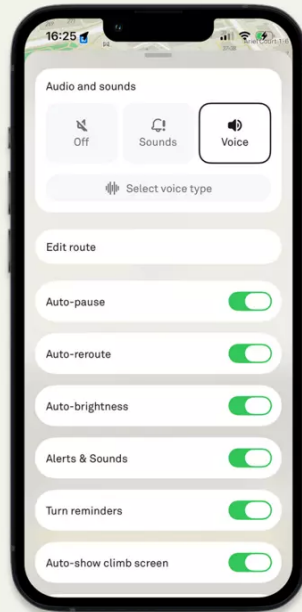
Beeline Plus features

At present, the Beeline Plus premium tier consists of two core features: voice navigation and the round trip function, which allows loop routes to be created automatically.

Voice navigation

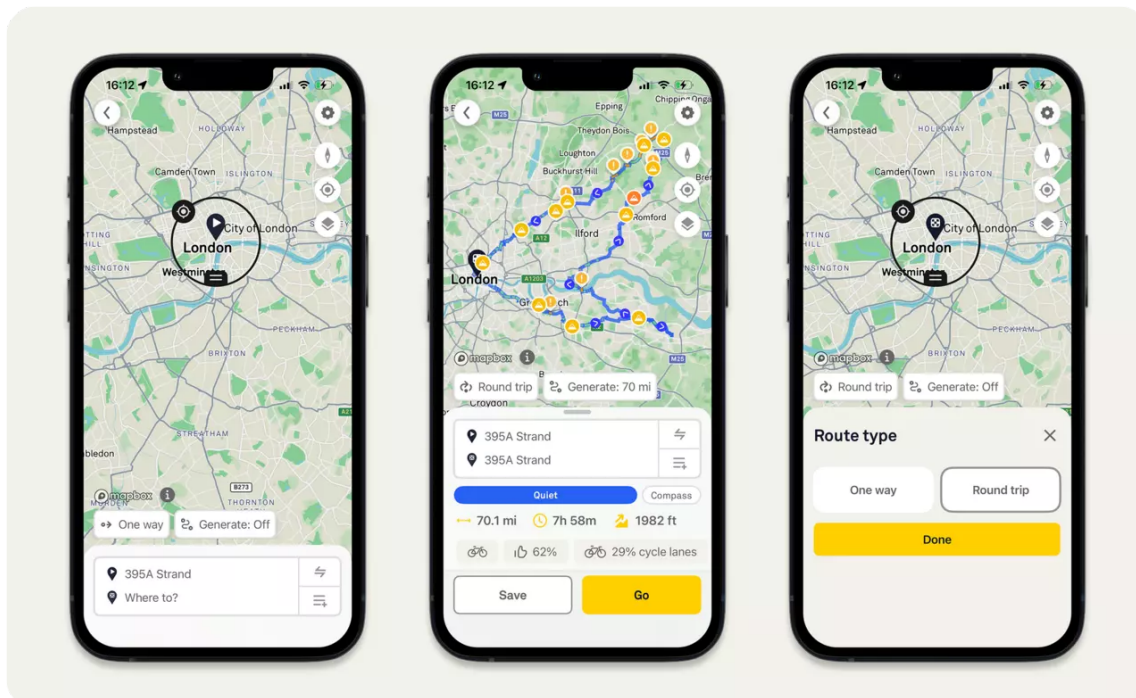
Voice navigation can be activated very easily, when starting a planned tour in routing mode, via the speaker icon in the app's overview map.

At present, the voice guidance is only available in English, but additional language versions are already planned. Further information on voice navigation can be found [here](#) .

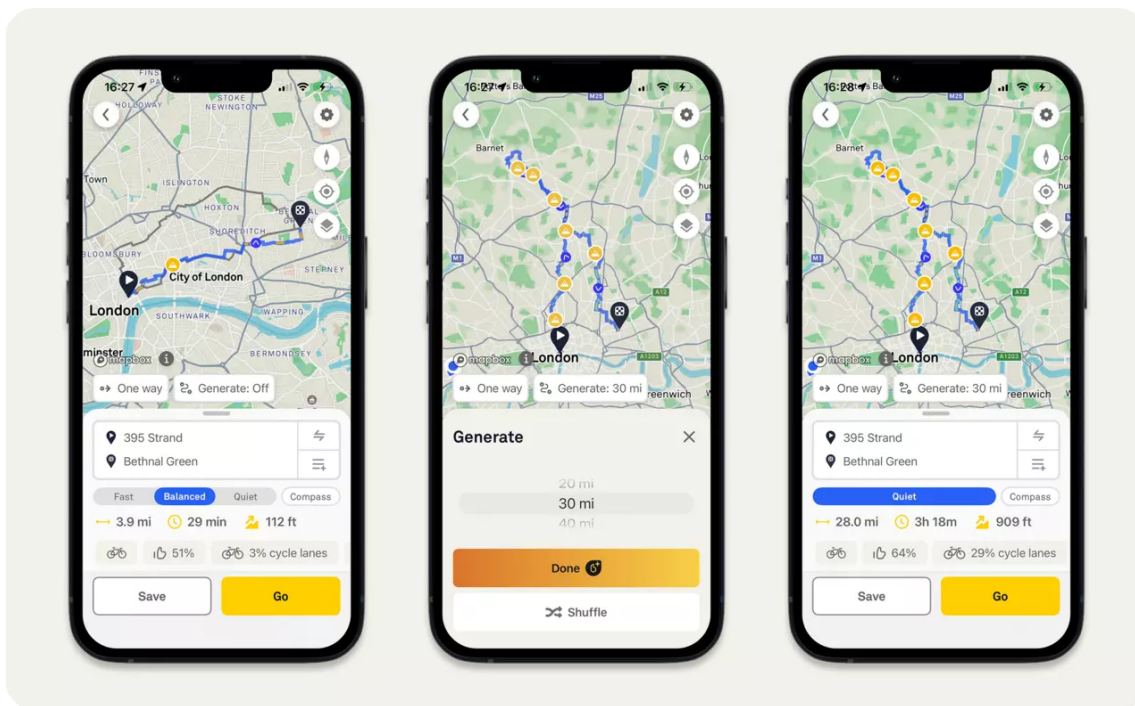


Round trip function

Beeliners can use this function to create a round trip from their starting point in no time at all using the "round trip" option. With the round trip function, riders just need to select their desired distance and the Beeline app will do the rest.



This function can also be used to request route suggestions with exactly the desired distance when planning a route from A to B.



In addition, waypoints can also be set for both variants - so there are no limits to creativity when planning. Further information on the round trip function can be found [here](#) .

More Beeline Plus features

Just like the free features, the Beeline Plus offering is being continuously developed.

The **live traffic information and updates** feature is currently in the testing phase and will be available to Beeline Plus subscribers soon.

Early access to new standard features

Subscribers to the Beeline Plus premium tier also get the opportunity to access new standard features of the free Beeline app before anyone else.

Easily get better routes.




Beeline app
 Free app and desktop planner.


Beeline Plus
 £3.99 /month
 £39.99 /year

Multiple route options & preferences Cycling Fast, Balanced, Quiet Motorcycling Fast, Fun	✓	✓
Import and share routes	✓	✓
Strava, komoot and Apple Health integration	✓	✓
Save locations and routes	✓	✓
Crowdsourced route recommendations	✓	✓
Turn-by-turn Navigation (works offline)	✓	✓
Voice-guided navigation	✓	✓
Automatic circular route generator		✓
Speed Cameras		✓
Live traffic planning and updates		✓
3D Maps		✓

No fine print, no commitment

The Beeline Plus subscription, like all developments, focuses on users; for this reason, the premium tier of the Beeline app is also offered in two subscription variants.

Monthly subscription

In the DACH region, Beeline Plus costs **EUR 4,49 | CHF 4,40 per month**.

There is no contractual commitment and the subscription can be paused at any time, for example if users are not riding their motorcycle in winter.

Annual subscription

In the DACH region, Beeline Plus costs **EUR 44,99 | CHF 44 per year**. In total, this option includes 3 months free (including the trial month).

Further information and prices in other currencies are broken down [here](#).

An overview of the countries and regions where Beeline Plus is available can be found [here](#).

One-month free trial

The Beeline team also offers all interested parties the opportunity to test the features of the Beeline Plus offering for one month before deciding whether to continue with the subscription or stick with the free app.

Anyone who is not impressed by the offering can simply cancel after this trial period.



Already over 150 million kilometres ridden

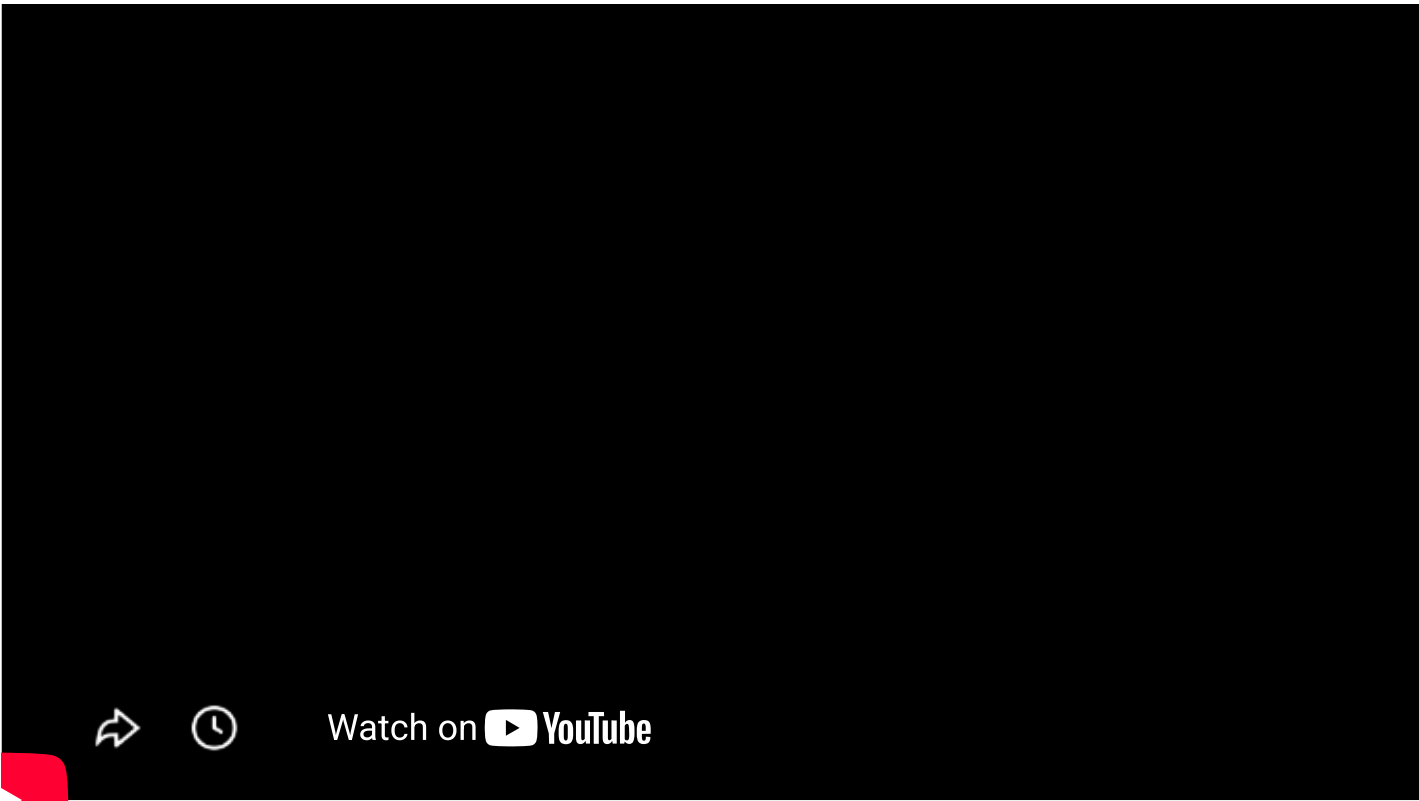
The Beeline community continues to grow and Beeliners have now travelled over 150 kilometres over nearly 4 million rides.

Beeline Explorometer

3,834,787 rides

158,608,981 km

▲ Beeline Explorometer



▲ The Beeline Moto II is here!

END

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.

Contact details

Rosie

Brand, Marketing & European Media



rosie@beeline.co

Kate

Media & Product Enquiries



kate@beeline.co

Ed

Motorcycling Specialist



edward@beeline.co

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