



The Beeline News Round-Up for EUROBIKE 2024

London, 25.06.2024 - The up-and-coming technology company Beeline from London is kicking off EUROBIKE 2024 with a fantastic collaboration and the new premium tier Beeline Plus.

SUSHI BIKES x Beeline Velo 2

This year, the Beeline team of navigation specialists is delighted to announce a collaboration with **SUSHI BIKES** at EUROBIKE. As a result, all visitors to the EUROBIKE Festival Days will have the opportunity to discover the **Beeline Velo 2** navigation device at the SUSHI BIKES stand in the Outdoor Area.

Better Rides. More Riders.

The two young companies have set themselves the goal of encouraging more people to ride on two wheels with their products. Fair pricing, durability and repairability are at the heart of

this, in order to make mobility in cities and the surrounding areas safer, more flexible and greener.

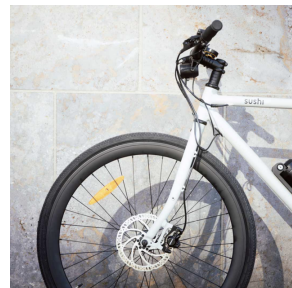
"I strongly believe that with the right mobility in cities, we can reduce CO2, effectively contribute to a more attractive cityscape and improve quality of life."

Andreas Weinzierl, Founder SUSHI BIKES

A resource-efficient approach is part of both companies' product philosophy: Beeline's navigation devices can, for example, be repaired in Europe through the [Repair, Refurb and Recycling Program](#), while at SUSHI BIKES both the frames and mudguards come from Europe and the bicycles are assembled in Portugal.

"We are convinced that riding on two wheels is better for people and our planet. That is why we design high-quality and durable navigation products that provide clear instructions for a safe and relaxed ride - and do not cost the earth. Neither literally nor figuratively."

Mark Jenner, Co-Founder Beeline





Beeline Velo 2 EUROBIKE Give Away

Visitors to the EUROBIKE Festival Days have the chance to win a total of **2x Beeline Velo 2**.

SUSHI BIKES Pull-Up Challenge

At the **SUSHI BIKES Pull-Up Challenge** at the SUSHI BIKES stand, visitors can win **1x Beeline Velo 2**. Information about the challenge will be shared by SUSHI BIKES via social media and on site at the stand.

In addition, **1x Beeline Velo 2** will be **hidden on Saturday** at the **exhibition grounds** - clues to its location will be shared via Beeline's [social media channel](#).

The SUSHI BIKES stand

During the Festival Days from **06.06. - 07.07.2024** in the **Outdoor Area 11.0 | FD205**, SUSHI BIKES will be showcasing its e-bike models **CALIFORNIA ROLL 3.0** and **MAKI 3.0** - the **Beeline Velo 2** will be on display as an exhibit.

The Beeline Velo 2 is available in the SUSHI BIKES online shop - and is the perfect addition to your next E-BIKE tour with the CALIFORNIA ROLL or MAKI.

Beeline Plus expands the Beeline product family

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

**Beeline app**

Easily discover better routes.

Available free of charge.

- ✓ 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
- ✓ Desktop planner
- ✓ Turn-by-turn Navigation (works offline)
- ✓ Voice-guided navigation

**Beeline Plus**

Beeline, plus easier planning, less traffic & voice navigation.

Available via subscription in the Beeline app.

- ✓ **Everything in free**
- ✓ Automatic circular route generator
- ✓ Speed cameras
- ✓ 3D maps
- ✓ Live traffic planning and updates

Monthly £3.99 (€4.49) | Yearly £39.99 (€44.99)

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 introduced in November 2023 in Beeline's home market, the United Kingdom. The overwhelmingly positive response from the community encouraged the Beeline team to now launch this premium tier in other countries and regions worldwide as well. Since the beginning of June 2024, Beeline Plus has also been widely available in the DACH region on both iOS and Android.

Read the full Beeline Plus press release



Beeline Plus subscription - The premium tier for everyone who wants extra comfort for their navigation

beeline-newsroom.prowly.com

Already over 150 million kilometers ridden

The Beeline community has ridden over 150 million kms over nearly 4 million rides.

Beeline Explorometer

3,834,787 rides

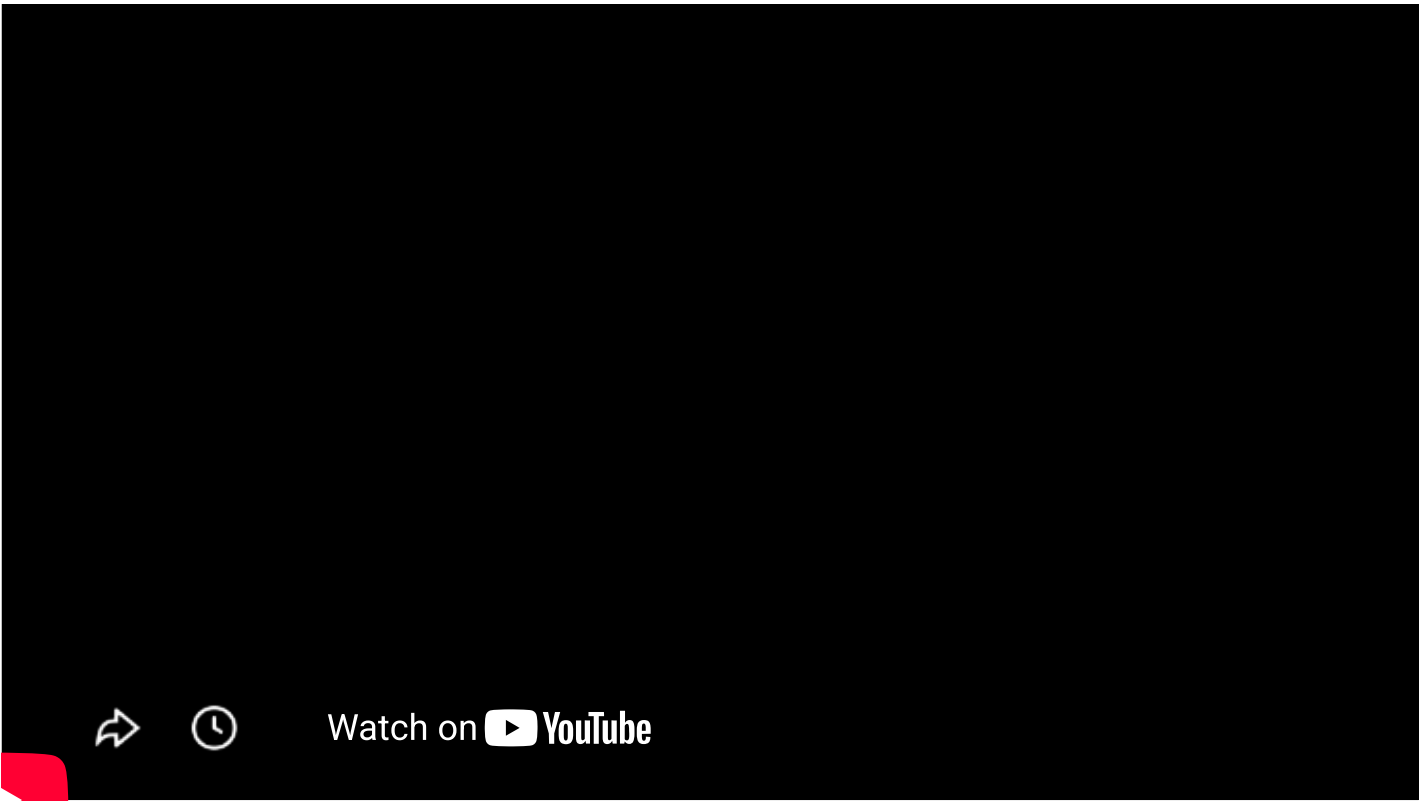
158,608,981 km

▲ Beeline Explorometer

The Velo 2 at a glance

The Beeline Velo 2 navigation device is available worldwide through specialist retailers or can be ordered via the [Beeline website](#).

The Beeline Velo 2 currently costs **£99.99**. The core functions of the Beeline app are free.



▲ Beeline Velo 2 – Fantastic rides made easy

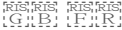
About Beeline

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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