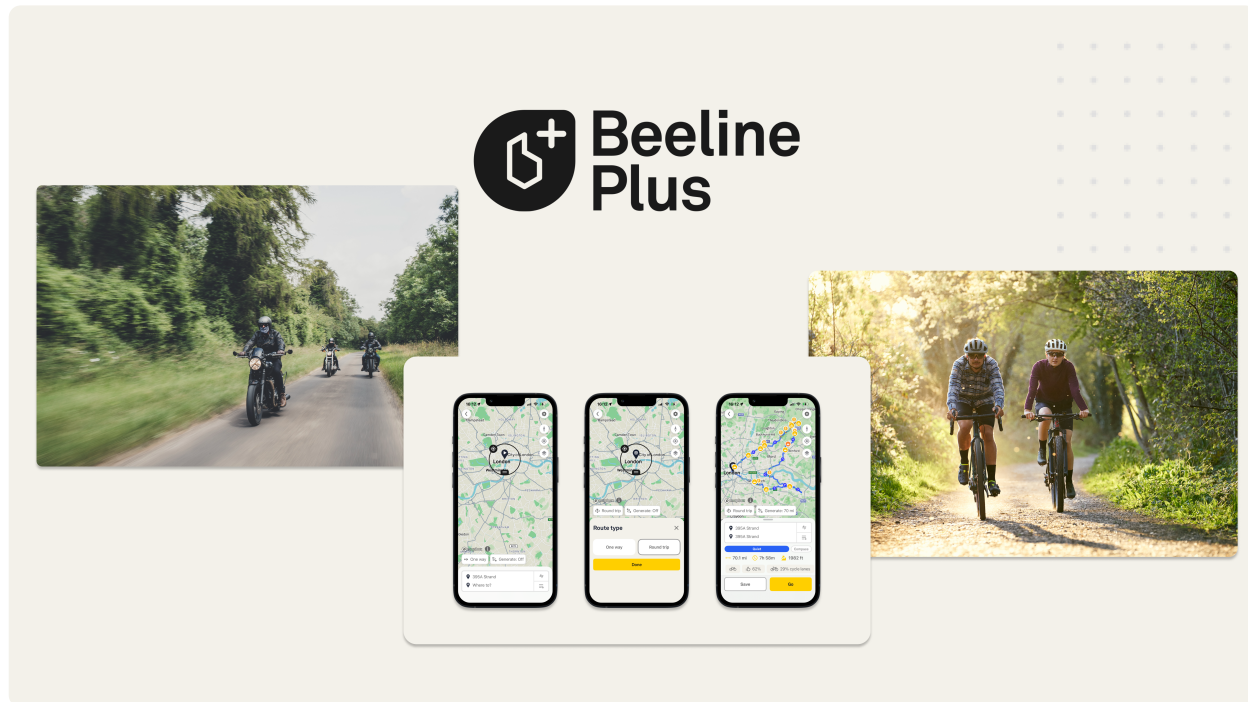




Beeline launches Beeline Plus premium app tier in DACH region

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 cyclists 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.

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 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.

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 remain fully available** and, as before, are being continuously developed further so that all cyclists have access to the best routing and riding experience.

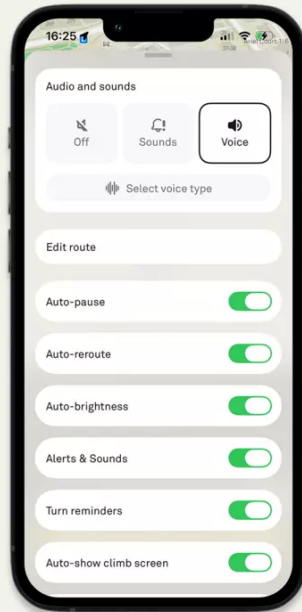
The features of Beeline Plus

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

Voice navigation

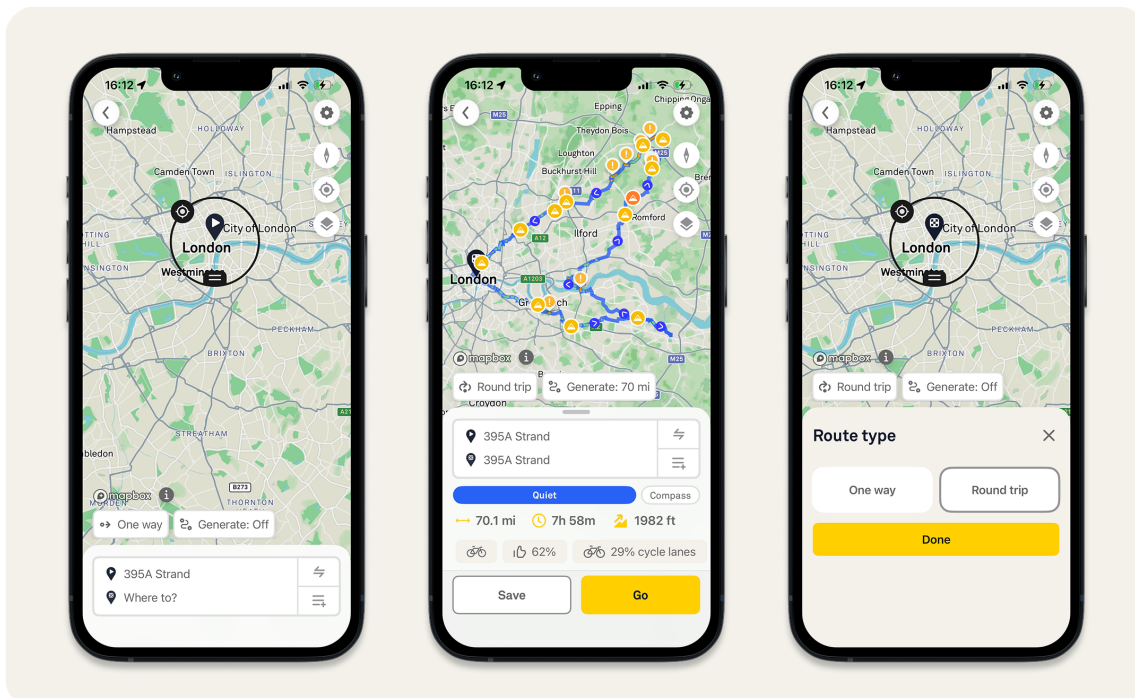
Voice navigation can be activated very easily, when starting a planned ride in routing mode, via the speaker icon in the app's overview map.

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

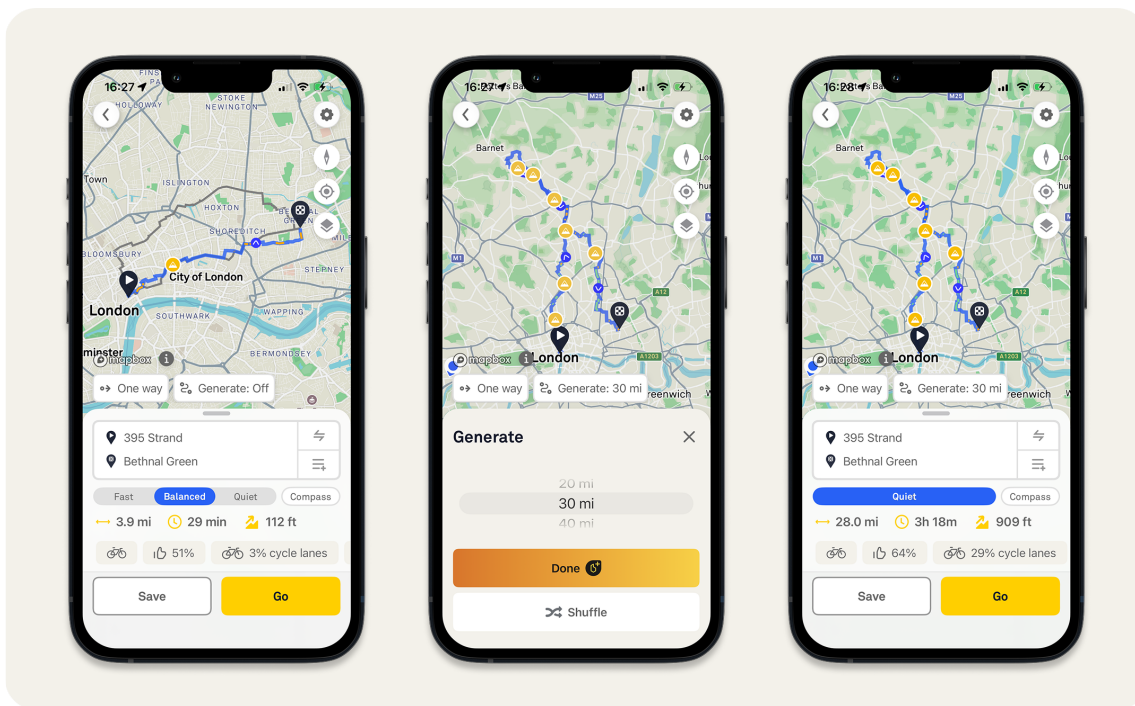


Round trip function

Beeliners can use this function to create a there-and-back route from the 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.



The round trip function can also be used to obtain a route suggestion 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 also being continuously developed.

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

Early access to new standard features

Subscribers to the Beeline Plus premium tier also receive 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

Like all developments, the Beeline Plus subscription focuses on users. For this reason, the premium tier of the Beeline app is also offered in two subscription variants.

Monthly subscription

Beeline Plus costs in the DACH region **EUR 4.49 | CHF 4.40 per month**.

There is no contractual commitment and the subscription can be paused at any time, e.g. if users are not cycling in winter.

Annual subscription

Beeline Plus costs in the DACH region **EUR 44.99 | CHF 44 per year**. Overall, 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](#).

Free trial

The Beeline team also offers everyone interested the chance to test the features of the Beeline Plus offering for one month before having to finally decide on one of the two subscription options.

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



Already over 150 million rides

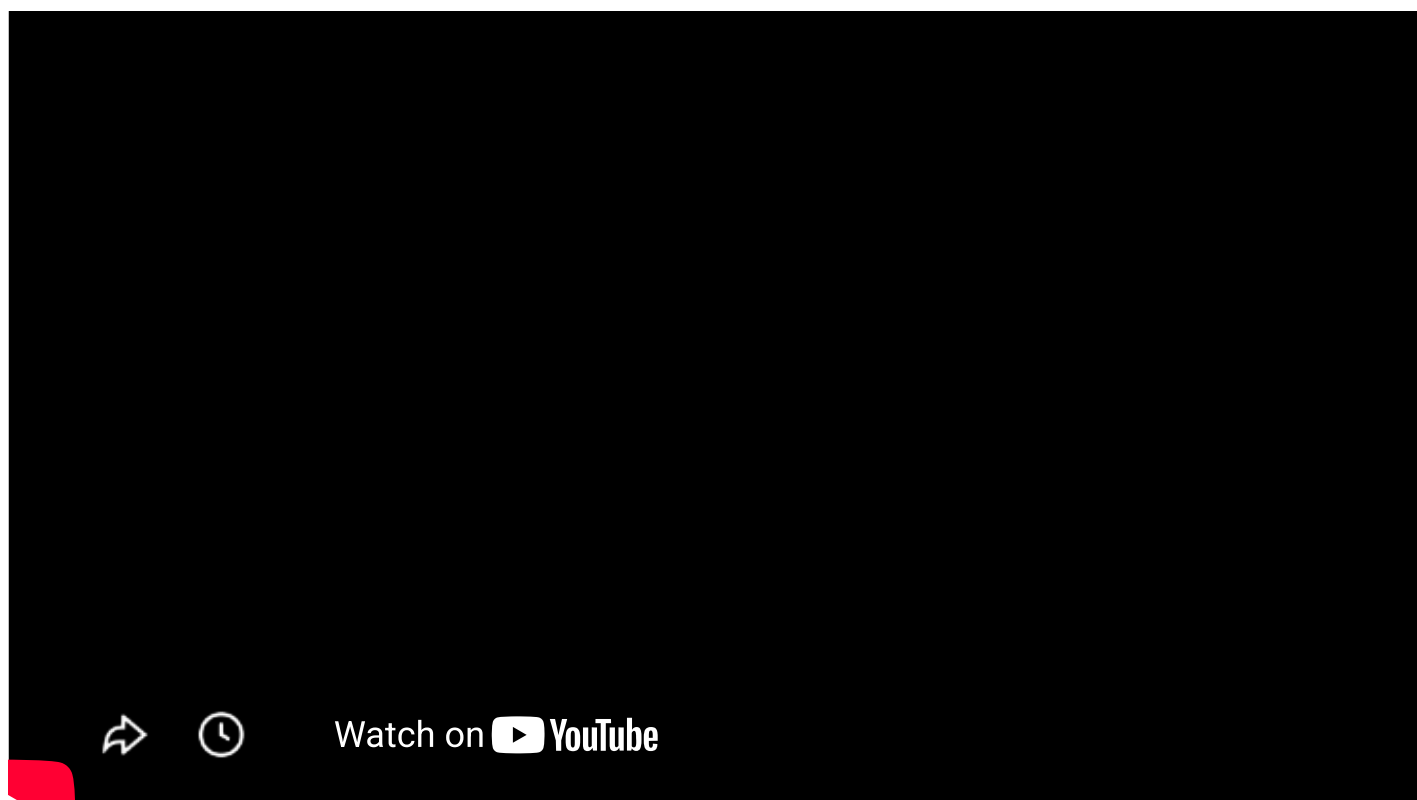
The Beeline community continues to grow and Beeliners have now travelled over 150 kilometres over nearly 4 million rides.

Beeline Explorometer

3,834,787 rides

158,608,981 km

▲ Beeline Explorometer



▲ Beeline Velo 2 – Fantastic rides made easy

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.

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