



Beeline Celebrates Over 50 Million Kilometres Ridden

London, 25.07.2022 - Beeline, the routing and navigation experts from the United Kingdom, celebrate over 50 million kilometers ridden by the Beeline community with the limited Beeline Velo 2 Gold Edition.

Beeline Community Reaches Milestone

The rapidly growing Beeline community has reached a new milestone in the company's history with over 50 million kilometers ridden - or, in other words, 1,271 trips around the equator. This impressive achievement clearly confirms the goal of Beeline's international team: to provide users worldwide with the best routing combined with straightforward navigation, so that more and more journeys can be made by bicycle in the future.

The Limited Velo 2 Gold Edition

As a special thank-you to the Beeline community, the limited Beeline Velo 2 Gold Edition, limited to two devices, was given away at the end of July. The social media competition, combining ridden kilometres and a social media post tagging @ridebeeline and using the hashtag #Beeline50Million, attracted more than 45,000 "Beeliners".



▲ Beeline Velo 2 Gold Edition

The regular Beeline Velo 2 is available worldwide for **£99.99** and can be ordered via the [Beeline website](#) and other local retailers.

The functions of the Beeline app are free of charge.



▲ Beeline Velo 2 – Fantastic rides made easy

Why Beeline?

Navigation made easy.

The clear navigation with pinpoint turn-by-turn directions on the Velo 2 enables users to navigate effortlessly along their planned route - even without reception.

Fast re-routing at any time.

The Velo 2's fast re-routing also gets users back on their planned route in no time.

True explorers ride with a compass.

In Compass Mode, a simple arrow indicates the direction in which the desired destination lies - the user chooses the route there spontaneously while on the move.

All live data in view, easy Strava integration and GPX import.

The Beeline app and Velo 2 combine to create a powerful tool that provides users with all important live data on the go and enables them to save and share their rides via Strava as well as import GPX files.

Beeline Smart Routing & road rating.

With Beeline Smart Routing, Beeline offers intelligent routing that incorporates direct feedback from the community into route planning, thereby continuously improving the riding experience.

Experience more thanks to solid technology.

The sealed housing of the Velo 2 is made for uncompromising use in any weather. Its high-precision positioning reduces dependence on fluctuating mobile signals.

Efficient use of GPS on the smartphone.

By synchronizing the smartphone with the Velo 2, battery life is optimized thanks to the efficient use of GPS. More on this in the comparison test.

Sustainability at its core.

With the Velo 2, Beeline is now launching the world's first cycle computer to achieve a negative plastic and CO2 footprint.

The comprehensive Beeline repair, refurbishment and recycling program covers both devices within and outside the warranty period, setting a new standard for more responsible use of resources.

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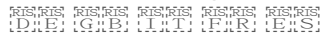
About Beeline

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.

Contact details

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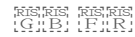
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