



Imatra, download the app and start cycling

The more kilometres you ride, the better your chances of collecting Imatra Coins to spend on the imatra.com marketplace.

Turning energy into currency is now even easier with Imatra, the app that rewards users based on the kilometres they have cycled with a native digital coin that can be spent on the imatra.com marketplace, home to over a hundred premium and luxury cycling brands.

Using Imatra is simple. Once downloaded - available on Google Play or the App Store - simply open it before each ride by clicking on the play button and it will record each kilometre and convert it into Imatra Coin. From then on, the app will automatically track your activity. The more distance you cover, the more you accumulate, increasing your chances of snagging bargains on the marketplace.

Once the ride is over, you need to press stop to validate the route and complete the activity. In your downtime, you can take a virtual tour of the marketplace to get inspired by products from the coolest cycling brands of the moment, and add favourites to your wishlist until you have enough Imatra Coins to buy them.

The driving force behind it all is the energy generated by pedalling. Imatra's mission is to promote a healthy lifestyle and encourage people to go beyond their limits to achieve a goal. Through the app, every single pedal generates value, every step, from the moment of activation to the end of the activity, becomes a virtuous habit that is good for the individual and good for the planet.

Imatra is an application that is always on the move, and by turning on notifications on your mobile phone, you can stay informed and receive news and updates.