



Imatra signs partnership with Garmin Connect

Now you can track your journeys directly from your Garmin device

Imatra has signed a strategic partnership with Garmin Connect to facilitate the creation of Imatra Coin. Users will now be able to save their rides recorded with their Garmin devices in the Imatra app, where they can later convert them into Imatra Coin.

"We are very excited about this partnership," said Manolo Bianchini, founder and CEO of Imatra. "We have worked hard to make tracking kilometres a regular habit for the users of the app. Now it's even easier thanks to the integration with Garmin. We see this as a significant milestone for everyone who will benefit from this collaboration, both now and in the future."

Garmin Connect has logged 10 billion kilometres from more than 6.1 million users worldwide, with 500,000 activities uploaded daily. It's a thriving virtual community with a philosophy that aligns perfectly with Imatra's. Both brands are focused on achieving goals through data and analytics and are united by a shared passion for sports and outdoor activities. The partnership is therefore perfectly aligned with the ongoing evolution of both Imatra and its users.

To link the Imatra app to Garmin Connect, users must complete an initial setup by following a few simple steps. The device will then be recognised automatically. After downloading the latest version of the Imatra app, users should log in and go to the "Ride" section where they'll find the "Connect to GARMIN" button. By clicking on this button, users will be prompted to enter their Garmin credentials to activate the connection. This process can also be done later, directly from one's personal area, if users decide to continue logging their rides on Imatra.

At the end of a Garmin ride, users will receive a notification inviting them to upload the activity to Imatra. To do this, simply go to the "Activities" section, where all the rides are listed. Once the upload is complete, the conversion into Imatra Coins will begin.

With this new milestone, Imatra's role in everyday life continues to grow, making it easier to adopt healthy habits that lead people towards a more sustainable and virtuous world.

For more information, we invite you to visit our website at the following [link](#).