



Imatra's new Journal: A space for inspiration

We are excited to introduce a new digital platform dedicated to our community, our brand, and sustainability.

Imatra is expanding its digital ecosystem to strengthen its relationship with cyclists and active living enthusiasts. Welcome to the Journal — a curated space for stories, routes, ideas, and authentic content designed to inspire every ride.

This new step brings Imatra even closer to its community. Rooted in inspiration, connection, and environmental awareness, the Journal section is now live on [imatra.com](https://www.imatra.com) — a digital hub created for people who choose to live actively and consciously. It offers meaningful content, advice, and real stories to inspire you.

"Every kilometre counts — even those taken just for the joy of exploring," says the Imatra team.

"With the Journal, we want to transform the user experience into a collective narrative made up of routes, landscapes, flavours and emotions.

We believe that the bicycle is more than just a means of transport; it's a tool for connection — with oneself, with others, and with the land. The Journal celebrates this, elevating every small discovery and making each ride an opportunity for growth. It's our way of giving back to the community that chooses us every day, pedal after pedal."

Inside the Journal, readers will find curated cycling itineraries to enjoy alone or with friends, as well as sustainable lifestyle tips and real stories from people who have embraced cycling as a path to well-being. There are also interviews with locals, revealing hidden culinary gems and off-the-beaten-track destinations waiting to be discovered by bike.

This initiative reflects our commitment to ongoing dialogue with our ever-growing community and offers a space that goes beyond the app: a shared journal where every story, suggestion, and emotion experienced while cycling can inspire others.

Imatra reaffirms its hybrid identity as more than just an app that values your kilometres; it is also a cultural and social project that promotes a mindful, active lifestyle in harmony with the local area.

Explore the Journal at www.imatra.com/journal and activate the app to get started.