



Ford and Outdoor Exploration Experts komoot Help You Find New Adventures for Your Next Staycation

With traditional family getaways across Europe disrupted this summer, many people are now exploring holiday experiences closer to home.

Internet searches for “staycation” rose by 722 percent during summer 2020 in the UK compared with the same period in 2019, with holidaymakers in other countries including [Germany](#) and [Italy](#) also choosing to explore destinations closer to home. ¹

Ford has teamed up with outdoor experience experts komoot to create the ultimate collection of close-to-home weekend adventures. The komoot app and website enables anybody to plan, navigate and enjoy an adventure in the great outdoors, tailored for different locations, activities and abilities.

From cycling and hiking to running or mountaineering, the newly curated routes created by Ford and komoot will help drivers across Europe discover and enjoy great outdoor experiences right on their doorstep. ²

Ford offers customers in Europe a range of vehicles to complement their outdoor adventures, from the 7-seat off-road luxury of the [all-new Ford Explorer Plug-In Hybrid](#) and the SUV-inspired [Ford Focus Active](#) with its rough-road capability and off-road drive modes, to the [energetic-yet-efficient all-new Ford Kuga](#) and the adventure-loving [Ford Transit Custom Nugget](#) camper.

komoot

More than 15 million everyday adventurers across Europe use komoot to explore their wild side. Komoot’s apps for Android and iOS smartphones, and its website, provide everything those with an adventurous spirit need to explore more of the great outdoors, combining ready-built routes with recommendations from local experts and uniquely intelligent route planning features.

Together, Ford and komoot have collaborated to create a [new collection of accessible weekend getaway adventures](#), with some incorporating overnight stays.

More than [100 new adventures await](#), covering breathtaking countryside across France, Germany, Italy, Norway, Spain, Switzerland and the U.K. – many of which are located within two hours of major cities.

Everyday explorers

Among the first to embark on a Ford and komoot adventure were Daniel Westli with his family, cyclist Nick Robinson and mountaineer Andrea Schiavina.

Westli, his partner Guro Friis and their daughters Sarah and Wilma, loaded their bicycles and kayaks into a Ford Explorer and headed to Canvas Hove on the picturesque southern coast of Norway for an [action-packed weekend adventure](#).

“It does take some planning when travelling with children, but the komoot app helped us to discover some great family-friendly cycling routes that were perfect for me and my daughter,” said Westli.

Robinson packed his bicycle and kit into a Transit Custom Nugget and made the short journey across the country to the picturesque Barden Moor before joining three friends on a route around the English Yorkshire Dales.

Their 110-mile two-day trip took in [spectacular views of the Yorkshire Dales National Park](#), the Nidderdale Area of Outstanding National Beauty, and Pateley Bridge which featured in the first stages of the 2014 Tour de France.

“As a cyclist, it’s easy to get into a habit of taking the same routes from your front door every week. But being able load your bike into the back of a vehicle and explore your local area can help to break that habit; even a short drive can make all the difference to the adventure.”

Schiavina took a Ford Explorer – along with his mountaineering equipment and mountain bike – to explore the [impressive Latemar mountain](#) and the [iconic val Venegia route](#) in the Dolomites UNESCO World Heritage Site in northeastern Italy

“The mountain ranges near to where I live in northern Italy are some of the most beautiful in the world, yet it’s all too easy to take them for granted,” said Schiavina. “This collection of adventures from Ford and komoot help to remind us that there is a beautiful world right here on our doorsteps waiting to be explored.”

Quotes

“From the deepest dirt track to the highest hiking trail, we hope this partnership between komoot and Ford will help everyday adventurers to experience amazing destinations that are right on their doorsteps.”

Jonas Spengler, co-founder, Komoot

“As a keen cyclist, this really struck a chord with me and makes me want to jump on the saddle as soon as possible. The Ford Weekend Adventure series with our partners komoot is a great example of the flexibility of our vehicle range to facilitate all journeys and adventures; from a group of friends cycling together with the Ford Nugget to a family’s weekend trip out to the lakes in the Ford Explorer.”

Stuart Rowley, vice president and president, Ford of Europe

Links

- Daniel’s family adventure in Norway: <https://youtu.be/1N8pLSRE2yk>
- Nick’s Yorkshire Dales cycling adventure: <https://www.youtube.com/watch?v=S5ahqfqIgek>
- Andrea’s Dolomites expedition: https://youtu.be/_8HgsmaTp9o
- All are available to view as a single playlist here: https://www.youtube.com/playlist?list=PLSDdJ-bq9Y19zqAUY50QCQinq2DUE_3B6
- Ford Explorer Tours in komoot: <https://www.komoot.com/user/fordweekendadventures>

Footnotes

¹ Source: [Google Trends](#), average relative search interest during corresponding 10-week July/August periods 2019 and 2020

² Local travel may be subject to local restrictions or regulation, check before travel.

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected services. Ford employs approximately 188,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

Ford of Europe

is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 45,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 58,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 18 manufacturing facilities (12 wholly owned facilities and six unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.