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Media Kit

HAMMERHEAD REVEALS KAROO, AN ENTIRELY NEW APPROACH TO THE CYCLING COMPUTER
Karoo optimizes bike mapping, training and sharing through technology and design

NEW YORK CITY, NY, May 2, 2017 -- Hammerhead introduces Karoo, an entirely new approach to the cycling computer. Karoo enables cyclists to build and explore new routes, train more effectively and share the ride with others. Karoo is rich in instinctive technology and built to be ride-ready. At the heart of the Karoo experience is a cycling specific operating system. Based on Android, Karoo's OS powers quick and easy set-up of profiles, data screens and sensors. It also allows for seamless import, sync and sharing of route and training files. Karoo's maps are built on OpenStreetMaps™ and made cycling-specific using geodata from Hammerhead and its partners. Routes can be created or modified directly on Karoo's touchscreen and its routing-engine includes filters for road, dirt, elevation and other ride preferences. Turn-by-turn navigation reroutes automatically even when offline. Powerful, reliable, and efficient, Karoo is also constantly upping its game with over-the-air updates that unlock new features.

Karoo's hardware is designed for cyclists, by cyclists and can take anything a big ride can throw its way. Its durable, streamlined, and water-tight enclosure features off-set buttons with a snappy tactile feel for easy operation--even when riding in the rain or with gloves. Its high-resolution color touchscreen is non-reflective and auto-adjusting, making it easy to read in the summer sun and on moonless nights alike. Karoo also accommodates a full-size keyboard. Inside, Karoo packs a powerful yet efficient quad-core processor along with 3G cellular, WiFi, Bluetooth and ANT+ for universal connectivity and sensor compatibility. To achieve the most accurate position tracking possible, Karoo employs a
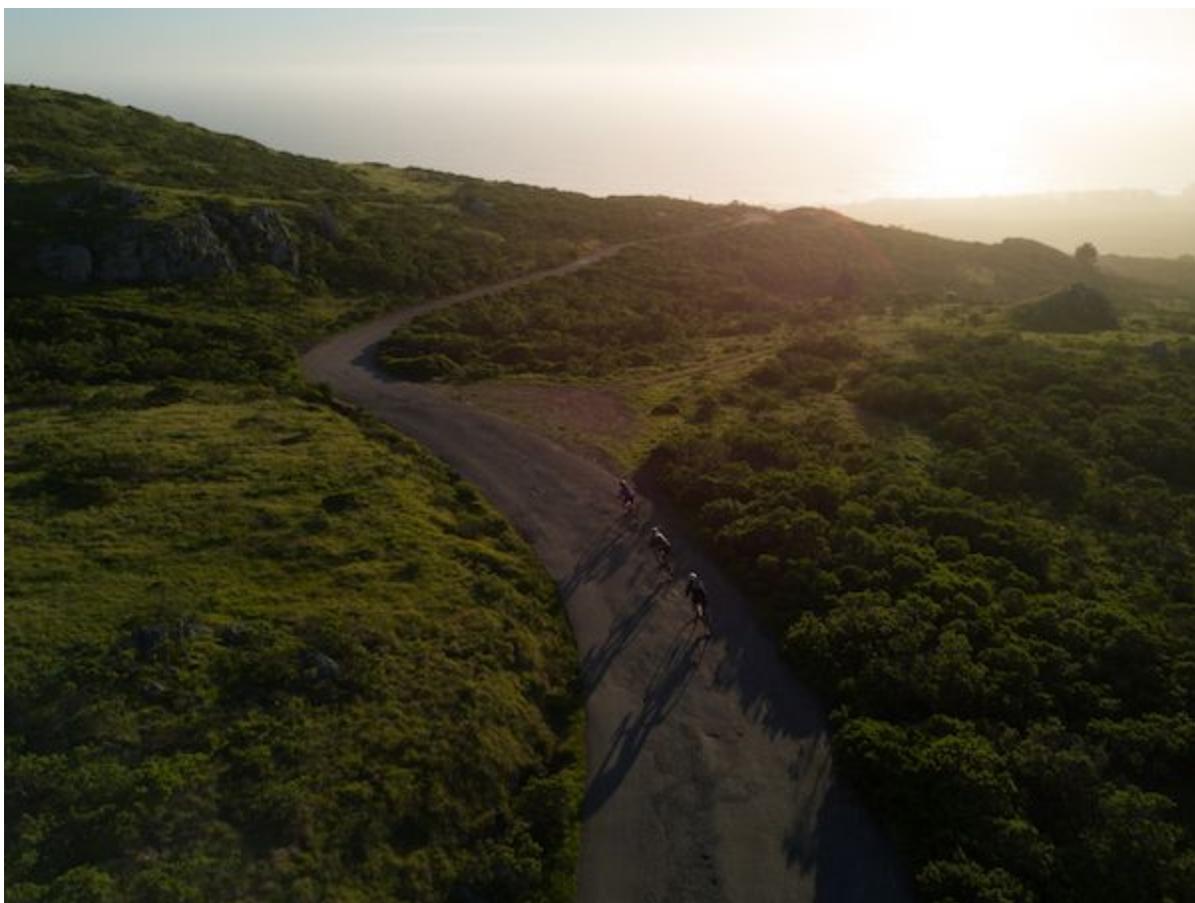
combination of GPS, GLONASS, cellular triangulation and other location technologies. Add in an all-day battery, a suite of internal sensors and other ride-ready touches, and you get a single device that supports everything needed before, during, and after the ride.

Karoo is named after the desert in South Africa, a place of immense spaces and wide horizons, where two of Hammerhead's three cofounders rode as kids. As passionate cyclists and technologists, the founders identified an opportunity to reimagine the cycling computer. By assembling a team of accomplished software and hardware designers as well bike industry experts, the company embarked on a mission to create a new category of standalone cycling companion that leverages the latest software and hardware. After 3 years of development, Karoo is now ready to deliver with unmatched ease-of-use, expandability and a promise to support the ride.

> "Karoo has been a passion project of ours for three years. We couldn't be more excited to put the next bike adventure and personal record more within reach. We have built technology that is actually optimized for the bike. When I ride with Karoo, I discover epic routes and push myself harder-- bringing these Karoo experiences to the world makes the work worthwhile."
> --Piet Morgan, CEO, Hammerhead

Karoo will begin shipping in August 2017. For the latest product and community updates, please visit karoo.cc and join the list. Email subscribers will be offered exclusive opportunities to experience Karoo and to get their own ahead of general availability through a limited introductory offer.

About Hammerhead
Hammerhead creates cycling tools that optimize the ride experience through technology. Hammerhead cycling computers and software are design-driven, intuitive and made to support the ride. Hammerhead's H1 guides riders with detailed maps, routing, and navigation, while Karoo adds advanced training and social tools to an ever-evolving in-ride experience. Hammerhead serves the cyclist's journey, from weekend warrior to competitive racer, and strives to encourage the adventure, curiosity and ambition in every rider. Hammerhead, a team of passionate cyclists, is headquartered in New York City and has been building and testing its products all over the world for the past three years.
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