



## **Greatest Road Software Releases the First iPhone App for Motorcyclists to Discover and Rate Roads Worldwide**

*Innovative Greatest Road iPhone app connects bikers with an intuitive map interface for seeking and exchanging great rides*

San Francisco, CA ([PRWEB](#)) January 20, 2010 -- [Greatest Road Software](#) today announced it has released the first iPhone and iPod touch app to help motorcyclists find, rate and exchange the best motorcycle roads around the world.

The new app, Greatest Road, makes looking for great places to ride simpler and more intuitive than ever before. The app allows customers to choose a location on a map, zoom in or out, and look for nearby road stretches. Each road stretch has a rating indicating how fun, twisty and scenic it is and what shape the road surface is in. Open-ended comments mean riders can tell others about highlights or report on a current hazard. Road stretches are all contributed, rated and commented on by other bikers.

Getting together with biking buddies to decide on a route and give each other directions has never been easier. Whether in a cafe, bar, restaurant, race track or just about anywhere else, bikers can exchange a road description between iPhones/iPod touches or email it to themselves or others in the commonly-used gpx format. The gpx files will work with many of the popular, standalone GPS devices.

“The Greatest Road iPhone and iPod touch app will forever change the way motorcyclists discover the most amazing stretches of road, plan rides, and explore distances rated by the larger biker community,” said Daniel Pifko, founder and CEO of Greatest Road Software. “For less than the price of a good map or a bandana, our customers get live, worldwide maps and routes with the commentary that only other motorcyclists can bring. Whether on cruisers, dual sports, sport bikes, adventure bikes, touring bikes, customs or any other road bike, bikers with an iPhone or iPod touch will find Greatest Road to be the most indispensable tool they use for getting on the road.”

Greatest Road focuses on helping bikers pick the best roads and plan their trip, leaving voice directions and other en route services to the iPhone Maps app and other excellent navigation choices available in the App Store.

Customers in 37 countries can now buy Greatest Road from the App Store. The app will show road stretches in all supported countries, irrespective of where it was purchased.

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NOTE TO EDITORS: For additional information visit [www.greatestroad.com](http://www.greatestroad.com) or get the Greatest Road Software media kit at <http://greatestroad.com/media.php>



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### **Contact Information**

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