

COBI goes international

US market entry and two new OEM partnerships

- US market entry accompanies the launch of the North American online shop
- COBI of America Inc. with headquarters in San Francisco, California, founded in September
- Two new US electric bike manufacturers as OEM partners



The development of COBI GmbH is progressing as planned with international expansion: COBI of America Inc., founded in September, gives the Frankfurt startup its first office in the USA. The launch of the North American online shop accompanies this entry into the US market. This means that the Connected Biking System can now be pre-ordered in the USA. COBI has also already won two electric bike manufacturers for their OEM program in the US: Raleigh Electric Bikes will be fitting their Sprint iE electric bike with COBI ready for the 2016 season. IZIP Electric Bikes will also be offering COBI in the coming year.

Andreas Freitag, responsible for COBI Marketing and building the US business:

„COBI has already established itself as a driving force for Connected Biking within Europe. The San Francisco office brings us even closer to the American market and our partners from the bike and technology industries.“



COBI is the specialist for Connected Biking

COBI offers a new, connected and intelligent biking experience. The Connected Biking System can be retrofitted and is available as an OEM technology for all bike manufacturers. It will be factory fitted on numerous bikes and electric bikes ready for the 2016 bike season. Early collaboration partners are the bike manufacturers ROTWILD, Schindelhauer, Winora and GHOST. Raleigh Electric Bikes and IZIP Electric Bikes are recent additions to the collaboration network. Further partnerships also exist with electric bike drive manufacturers Brose, TranzX and Continental. The system is also compatible with Bosch and Impulse drives, as well as the most popular Apple and Android smartphones.



Founder and serial-entrepreneur Andreas Gahlert launched COBI at the beginning of 2014, with the vision to make Connected Drive in bikes available to all. He now has 13 investors, 6 partners and more than 36 employees on board. As well as building up international sales and marketing, COBI are focussing their efforts on completing the Connected Biking System which is currently in the quality assurance and certification phase.

Multi-award winning

In January 2015 COBI achieved the second most successful bike tech kickstarter of all time. Since then the system has continued to collect a series of accolades. The world's smartest Connected Biking System, COBI was named Overall Winner 2015 at the Bluetooth Breakthrough Awards on March 2nd in the „Prototypes“ category, beating 400 big-name competitors such as Microsoft. On March 3rd COBI was named Innovation Worldcup Winner at the Internet of Things (IOT)/M2M. In August COBI was awarded the „Red Dot: Best of the Best“ Communication Design Award 2015 in the „Apps“ category. And in the same month COBI also brought home the EUROBIKE AWARD 2015 for the „Concepts & Services“ category.



reddot award 2015
best of the best

Press information
Frankfurt (Germany), October 2015



Images for download are available in the press portal:
www.cobi.bike/press

Further information:
www.cobi.bike

Facebook:
facebook.com/COBI.bike

Twitter:
twitter.com/getCOBI

Press contacts:

COBI GmbH
Andreas Gahlert (CEO)
Schloßstraße 92
60486 Frankfurt
Germany
Phone: +49 (0)69 272 461 70
press@cobi.bike
www.cobi.bike
www.press-service.info

TOC Agentur für Kommunikation GmbH & Co.KG
Moritz Lembeck
Kolpingring 16
82041 Oberhaching near Munich
Germany
Phone.: +49 (0)89 1430 400 17
moritz.lembeck@toctoc.info
www.toctoc.info