

## COBI wins „Red Dot: Best of the Best“

- COBI awarded „Red Dot: Best of the Best“ Communication Design Award 2015 in the „Apps“ category.
- Alongside COBI only 81 from almost 7,500 entries won this award for outstanding design quality in 2015.
- The multi-award winning connected bike system transforms any bike into a Smart Bike for a low price (from 179 Euro).



reddot award 2015  
best of the best

The expert jury for the „Red Dot: Communication Design Award“ is made up of leading designers, design professors and industry journalists from 13 countries. This year, the jury chose 568 winners across 17 categories out of 7,451 entries from 53 nations. These figures alone confirm the significance of the Red Dot awards – one of the most prestigious international competitions for design. Not only did COBI win one of the 568 Red Dot awards, but was also honoured with one of 81 „Red Dot: Best of the Best“ awards, which recognise outstanding design quality.

### Prof. Dr. Peter Zec, Red Dot President and Founder:

*„The Red Dot awards recognise the best international campaigns, marketing strategies and creative solutions. COBI prevailed against the best in the industry. I congratulate them on behalf of the jury.“*

### Andreas Gahlert, COBI Founder and CEO:

*„Good design can be seen in our hardware, but also in our software. This is demonstrated with an intuitive usability that provides joy of use for the user. It's fantastic that our work has been recognised by the Red Dot award expert jury.“*

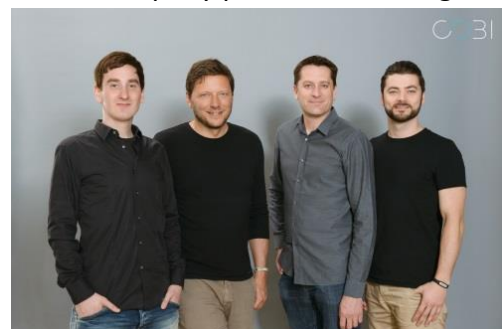
### Multi-award winning

The „Red Dot: Best of the Best“ design award is the latest in a series of accolades won by COBI this year: The world’s smartest Connected Biking System COBI was named Overall Winner 2015 at the Bluetooth Breakthrough Awards, and was Innovation Worldcup Winner at the Internet of Things (IOT)/M2M. It was also awarded the Best of Mobile Award 2015 from the initiative „Deutschland – Land der Ideen“ as well as winning the Frankfurt Founder Prize 2015. Before that, it also achieved the second most successful bike tech Kickstarter campaign of all time.

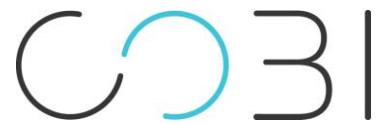
**The system:** COBI turns any bike into a connected bike. It is the first integrated patented system for bikes based on popular smartphones. The system, which is developed in Frankfurt am Main, integrates six bike accessories into one design object: Automatic front and rear light, navigation, smartphone holder with charging function, bell and bike computer. Its greatest strength comes from the integration of over 100 functions that make cycling more connected, intelligent and safe.



**About COBI GmbH:** Behind COBI is a spin-off of the digital service agency Razorfish. In the past, the team has designed and implemented digital products and marketing for premium car brands. With over 300 awards from across the globe, the company pioneered the digital economy. 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.



**Press release**  
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