

## New COBI Bikes & Partners for EUROBIKE COBI turns any standard Bike or eBike into a Smartbike

- The digital retrofit system for bikes enhances the cycling experience with over 100 features.
- COBI is prominently represented at EUROBIKE: in Hall A2, Stand 111 and in partner booths.
- Many new partnerships with manufacturers of bikes, eBike drives and parts.
- Ten bikes and eBikes on display with the COBI system for the first time.



**COBI offers a new, connected and intelligent biking experience. The Connected Bike System can be retrofitted and is available as an OEM technology for all bike manufacturers. It will be factory fitted on numerous bikes and eBikes ready for the 2016 bike season. Early collaboration partners are the bike manufacturers ROTWILD, Schindelhauer, Winora and GHOST. They will present their Smartbikes and Smart eBikes with COBI integrated at this years' EUROBIKE. The Frankfurt startup can also announce partnerships with eBike drives manufacturers Brose, TranzX and Continental. The system is also compatible with Bosch and Impulse eBike drives, as well as the most popular Apple and Android Smartphones.**

### Facts

- The Connected Bike System turns any bike or eBike into a Smartbike using a Smartphone.
- COBI combines six bike accessories into one integrated system.
- COBI functions as a smart control centre. The integrated design object controls all the bike's electronics and integrates over 100 software features to enhance the riding experience.
- COBI can be retrofitted and is available for OEM partners from the industry.
- Extensive B2B programme for partners including customisability and software cloud services.
- ROTWILD, Schindelhauer, Winora and GHOST.
- Existing partnerships with eBike drive manufacturers: Brose, TranzX and Continental.
- COBI is also compatible with Bosch and Impulse eBike drives.
- COBI works with the most popular Apple and Android Smartphones.
- The Frankfurt startup is working on further collaborations to make the biking experience smarter, safer and more comfortable for the consumer. For example with NuVinci and their smart gear switcher for bikes.
- Experience COBI at the EUROBIKE: Hall A2-111 and in partner booths: ROTWILD A2-201, Schindelhauer A2-316, Winora A4-200 and GHOST B1-400.
- COBI pricing starts from 179 EUR and can be pre-ordered in the online shop at [www.cobi.bike](http://www.cobi.bike).

### Extensive COBI B2B Programme for the bike and eBike industry

COBI offers the perfect technology to intelligently integrate your Smartphone into any bike, for example urban bikes, touring bikes, mountain bikes and eBikes. The B2B programme is aimed at COBI partners from the industry. The design of the user interface can be customised to complement the bike design and the hardware can be adapted for each partner and integrated into any standard or eBike. Thanks to its electronics, COBI is compatible with almost every system from other manufacturers. COBI is also working closely together with numerous eBike drive manufacturers. This means that drive data can be more intelligently utilised for the benefit of the eBike rider. Partnerships with Brose, TranzX and Continental have already been announced. COBI is also compatible with Bosch and Impulse eBike drives. The Frankfurt startup is also building up an extensive „ecosystem“ of collaborations with software and wearables partners, to make the product experience even more varied, intelligent, safe and comfortable. To give just a few examples: Bluetooth headphones, various cloud services, music services, weather forecasts, fitness sensors and heart rate monitors all make riding more enjoyable.

### Winora RADAR eBikes with COBI

What does the mobility of the future look like? This is a question that has been occupying Winora for some time. The German bike manufacturer will use this year's EUROBIKE to present their new RADAR range of eBikes (with TranzX drive), demonstrating a new mobility and design concept. Integration is the central design theme of the new Winora RADAR. Hidden cables integrated in a down tube, a powerful battery and other well thought out features give the new eBike a modern, puristical appearance. The partnership with COBI, with its central control centre incorporating navigation and automatic lighting, perfectly reflects this integrated design idea.



Susanne Puello Managing Director Winora-Staiger GmbH:

*„With COBI we have found a partner who connects the bike with the Smartphone in an intelligent way. We are integrating COBI into our RADAR range of eBikes – to act as the central control centre with navigation and automatic lighting.“*

### First „non-eBike“ with COBI: Schindelhauer Jacob Smartbike

Schindelhauer bikes represent reliable, urban sportiness coupled with stylish elegance. The Berlin bike manufacturer will present their first Smartbike „Jacob“ at the EUROBIKE, in cooperation with COBI. It is an urban single-speed bike with the classic Schindelhauer belt drive and COBI serving as the central control element. A special version of the handlebars has been developed to integrate COBI seamlessly into the clean design lines of the bike. The standard hub dynamo with internally routed cables provides the necessary power to charge the Smartphone.



Stephan Zehren, Schindelhauer head designer:

*„COBI fits perfectly into modern life and is the ideal enhancement to our urban bikes. We have smoothly integrated the Connected Bike System into the clean optic of our new Jacob Smartbike, and even offer the possibility to connect with the hub dynamo.“*



**COBI as control centre for ROTWILD eBikes and touring bikes**

ROTWILD represents top German engineering with the highest design standards. The internationally renowned manufacturer of high-end mountain bikes will offer COBI as an option to their customers – for touring and eBike riders. COBI will act as „digital control centre“ for the R.T1 touring bike, as well as the R.T1 eBike (Brose eBike drive). The bike and its drive can be controlled using a Smartphone and the remote controller.



Peter Schlitt, ROTWILD Managing Director:

*„Digital connections are increasing rapidly in all areas of life. COBI provides an intelligent solution for the bike market. We are pleased that we are able to offer this added value to our customers, thereby enhancing their riding experience.“*

**GHOST integrates COBI in top urban bike and concept bike**

GHOST has kitted out its brand new urban bike for 2016 SQUARE X10 with COBI, and will present this alongside the MTB concept bike ROAMR at this year’s EUROBIKE. The SQUARE X10 has COBI integrated allowing a Smartphone to act as the central control system with automatic lighting.



**The system**

COBI turns any bike into a Smartbike. 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.



**Multi-award winning**

In January COBI achieved the second most successful bike tech Kickstarter campaign of all time. Since then the system has received 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.



**reddot award 2015**  
best of the best

**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.



Images for download are available in the press portal:

[www.cobi.bike/press](http://www.cobi.bike/press)

Further information:

[www.cobi.bike](http://www.cobi.bike)

Facebook:

<https://www.facebook.com/COBI.bike>

Twitter:

[twitter.com/getCOBI](https://twitter.com/getCOBI)

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