



COBI “Connected Biking” starts a partner program.

Frankfurt, September 2016. COBI, the smartbike system, introduces its new distribution platform. COBI’s partners earn a commission on each product they sell. Neither initial investments nor ongoing expenses result for the dealers.

The world’s first connected biking system links the smartphone to the bicycle. The COBI app is the heart of the system. With multifaceted functionality and great love for details, the COBI app has been custom-tailored to meet cyclists’ needs. Intuitive operation via a built-in thumb-operated controller lets the app’s users control a diverse array of functions (e.g. phone calls, navigation, music, bell, antitheft alarm and the AmbiSense lighting system) without taking their hands off the handlebars. An overview of COBI is available [here](#).

COBI celebrated its market launch on July 27, 2016 and is presently available in 34 countries. COBI has already established numerous partnerships with companies that want to steer a profitable course together with COBI, the innovative leader in this sector.

The COBI Partner Program is open to everyone, e.g. bicycle stores and their employees, bloggers or opinion leaders. The program enables bicycle dealers to integrate the smartbike system into their existing portfolio independently of their sales structure.



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After completing the quick and simple registration process, sales of the smartbike system take place directly via the COBI Partner Program Platform. The COBI Partner ID instantly correlates each sale to the partner who sold the item. Furthermore, all sales can be viewed on the online platform at any desired time. The COBI system is delivered directly to the customer or to the partner's store. COBI handles the payment transactions; commissions are paid out monthly via PayPal. Direct sales via the COBI Partner Platform require no initial investments and generate no ongoing expenses for the partners, who do not need to build up a product inventory.

COBI also supports its partners with product training sessions and is committed to shaping the future of urban mobility. With this direct partner program, COBI has created an innovative platform to boost loyalty among customers and partners.

COBI will be pleased to provide additional answers about the partner program at partner-program@cobi.bike.



Press Contact:

Anne Jurisch | häberlein & mauerer ag | anne.jurisch@haebmau.de | Tel. +49 89 38108-173
Erik Troppenz | Director Marketing Europe | COBI GmbH | erik.troppenz@cobi.bike