



COBI Wins Design & Innovation Award 2017

Frankfurt, January 24, 2017. The bike experts behind the Design & Innovation Award have named COBI among the best and most innovative products of the upcoming season. The Design & Innovation Award judges praise COBI as a well-thought product with the ability to revolutionize the biking experience. After 16 days of intensive testing, 66 innovative and influential bike products were awarded in seven categories, all poised to define trends in the bicycle world.

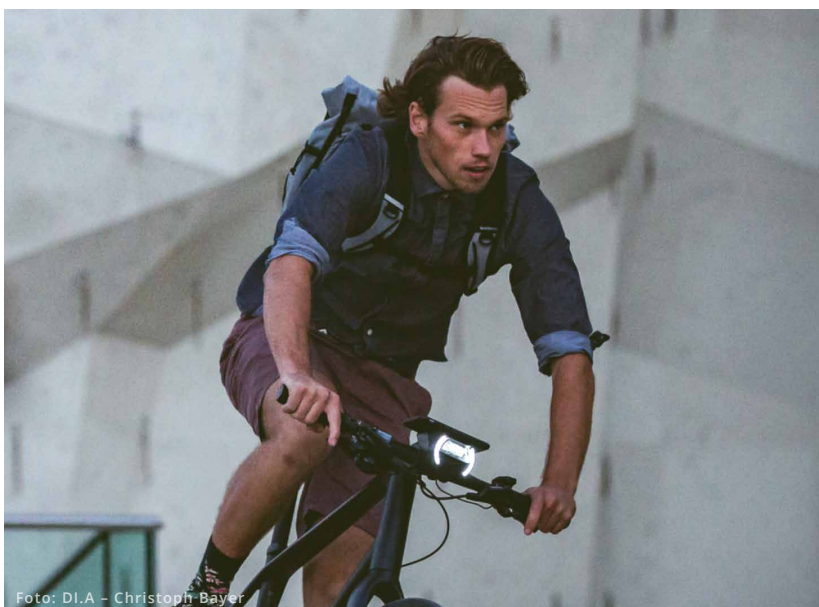


Foto: DI.A - Christoph Bayer

The COBI Connected Biking System, with its intuitive app and cleverly designed hardware that seamlessly integrates any smartphone to transform an ordinary traditional or e-bike seamlessly into a smart bike, convinced the judges to be among the most exciting new tech. The system consists of a hub that provides a charging function, a thumb-controller for hands-free operation and an AmbiSense automatic front and rear light.

The accompanying COBI app (Android and iOS) can be conveniently guided via the thumb-operated controller and offers a variety of functions, including 3D bike-optimized navigation, fitness tracking, music and telephone control, an anti-theft alarm system and many other features. Unlike bicycle computers with closed systems, COBI be accessed via many different apps, e.g. Spotify, iTunes, Apple Health or Komoot, and each

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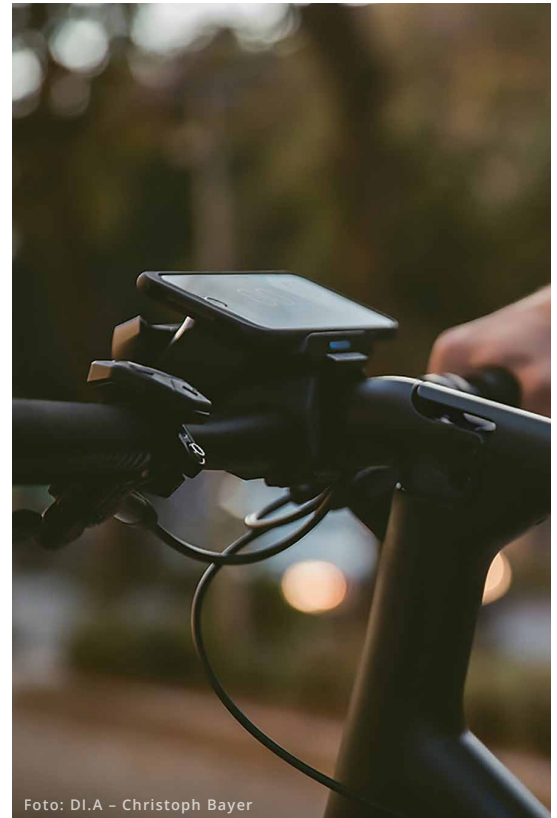


of these apps can be used and controlled with COBI. “The clean interface and the outstanding usability of the app especially sparked our enthusiasm,” say the bike experts behind the Design & Innovation Award. Their summary: “Never before have so many functions been so easy to operate while riding a bike. COBI is thoroughly well thought out and makes every ride more convenient and more fun.” COBI won the Design & Innovation Award 2017 in the “Urban” category.

Founded in 2013, the Design & Innovation Award is the leading award in the bike industry. It’s oriented toward a new generation of cyclists with the mission of improving the bicycling experience, creating inspiration, formulating global trends and sharing know-how internationally. This relatively young award successfully established itself in the bicycling scene in a very short span of time – because its quality doesn’t depend on its logo, but on the team that stands behind the logo. The combined know-how of ENDURO Mountainbike, E-MOUNTAINBIKE and GRAN FONDO Cycling Magazine flows into the Design & Innovation Award. The commendation reaps the advantages of insider knowledge resulting from trailblazing discussions with the bicycle industry and with great names from outside the industry. All products are not only theoretically analyzed, but also intensively tested by an experienced team. The tests are conducted in bike parks, on alpine trails, across legendary passes in the Alps and on secluded gravel paths.

The COBI team is proud of its Design & Innovation Award 2017 in the “Urban” category, which joins previous commendations such as the Red Dot Award “Best of the Best” 2015 and the CES Innovation Award 2016.

More information: www.cobi.bike



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