



## NuVinci® Cycling and COBI partner up to define the DNA of today's #smartbike

### Partners create a new category of urban bicycles

Amsterdam / Frankfurt, August 31st, 2017, Regardless of age, today's consumers live in a connected world and enjoy a "smart" lifestyle, surrounded by the "Internet of Things" including smart fridges, smartphones, and connected TVs. This lifestyle, driven by technology, continues until they hop on their bikes. NuVinci Cycling, a division of Fallbrook Technologies Inc., and COBI are pushing the boundaries of the status quo by reinventing the riding experience with smart technology. Known for their innovative products, NuVinci Cycling and COBI joined forces to craft a joint smartbike system that meets the needs of today's modern cyclist, allowing them to ride smarter.



"Smart riding, as part of advanced urban mobility, means making use of innovative technology to enable simple, easy, engaging, and connected cycling. We believe this should be the moving standard today," says David Hancock, Managing Director at NuVinci Cycling.

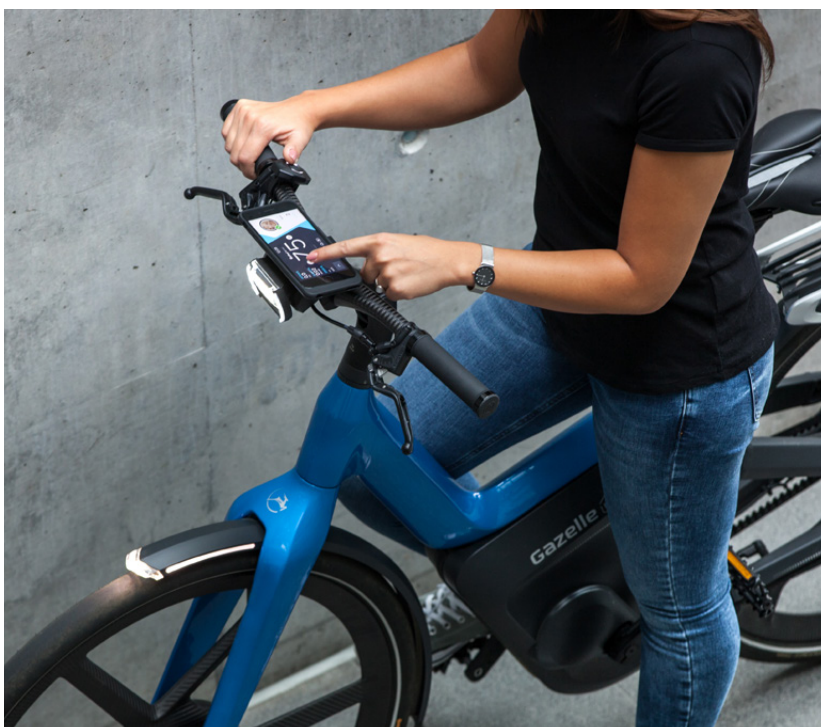
By blending the NuVinci Optimized™ automatic shifting solution, Harmony H|Sync™, with the COBI smartphone-based cockpit and thumb controller, the two components are raising the bar in bringing intelligent, connected technologies into the bicycle industry. The fully integrated, stepless automatic shifting product, Harmony H|Sync allows consumers to focus less on changing gears and more on what's important, for example: traffic, road hazards, passengers, or just the beauty of their surroundings. COBI on the other hand, creates a new rider experience by enabling an intelligent connection between bicycles, its users, and their digital lifestyle. There is a natural fit between the

two brands, as both are advocates for modern, technology-driven cycling while always putting the rider experience first.

With the COBI smartphone-based cockpit, cyclists can listen to their favorite music by connecting to apps such as Spotify or Apple music, use the turn-by-turn navigation system, access real-time fitness data, connect fitness apps and sensors, and take or make phone calls. The built-in thumb controller provides convenience and safety because consumers are not forced to take their hands off the handlebars or their eyes off the road. Additional functions such as phone charging, automatic light, alarm system, and bell offer even more convenience, safety, and fun for every ride. Available for iOS and Android, the COBI system is compatible with all bicycles and almost every smartphone, making it even easier for manufacturers to integrate the joint technology in their bike models, and offer a contemporary product that meets the expectations of today's connected consumers.

The NuVinci Optimized Harmony H|Sync system is fully integrated into the COBI cockpit, without requiring an additional shifter on the handlebar. The rider can therefore simply use the COBI user interface to control both the drive system and the Harmony shift system according to their needs. This solution provides drive system integration currently with the Brose, Impulse, and TranzX systems, through the automotive communication standard CAN bus technology, using a single wire connection from the automatic gearbox to the drive system wire harness. By combining the NuVinci Optimized Harmony system with the COBI system, additional navigation and fitness capabilities are integrated into the drive and shift system controls to create the ultimate smartbike platform.

"The combination of the two systems create the perfect urban eBike for the modern cyclist. It's not about individual features, but rather about how all of the features work intelligently and seamlessly together. The large display with infotainment, automatic motor, and gear control plus the sleek design, create a contemporary riding experience like no other," says Andreas Gahlert, CEO and Founder of COBI GmbH.



The partnership between the two companies goes beyond pure technical integration: COBI will also participate in NuVinci Cycling's extensive MY2018 dealer training workshops, webinars, and other retail marketing activities. Retailers can now sign up for the joint workshops here:

[www.nuvincicycling.com/dealtraining](http://www.nuvincicycling.com/dealtraining)

#### About COBI GmbH

COBI GmbH is the company behind COBI, started by founder and innovator Andreas Gahlert and Co-Founders Carsten Lindstedt, Heiko Schweickhardt and Tom Acland bringing together over 60 years of digital experience. The startup was financed by a total of 13 renowned investors – from Business Angels to Venture Capital companies. COBI achieved its breakthrough in December 2014 via the crowdfunding platform Kickstarter, where COBI was not just one of the most successful projects from Germany, but also the second most successful bike tech campaign of all time. COBI works together with eight partners and has more than 40 employees. The product has been launched to the markets in Europe and the USA in Q3 2016. Collaborations with big players from the biking world are constantly in development. For more information, visit:

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

### **About NuVinci® Cycling**

NuVinci Cycling, a division of Fallbrook Technologies Inc., moves people better through its product portfolio of smooth, stepless, automatic, and integrated shifting products for bicycles and eBikes.

The NuVinci technology incorporated in continuously variable transmissions (CVT) for bicycles has been providing the best rider experiences since 2006. NuVinci Cycling products include the Nfinity™ and Harmony™ group sets, utilizing the latest versions of the transmissions and controllers. Products from NuVinci Cycling are available globally in over 100 bicycle brands. For more information, visit: [www.nuvincicycling.com](http://www.nuvincicycling.com)

### **About Fallbrook Technologies**

Fallbrook Technologies is the inventor of the revolutionary NuVinci® continuously variable planetary (CVP) technology, which enables performance and efficiency improvements for machines that use an engine, pump, motor, or geared transmission system – including urban mobility vehicles, cars and trucks, industrial equipment, and many other applications. Fallbrook has a unique collective development model and community through which NuVinci technology licensees share enhancements, which adds to the value of the technology and accelerates product development. This approach enables forward-looking companies, who wish to create visionary new products with NuVinci technology, to move quickly from concept to market commercialization. Fallbrook is based in Cedar Park near Austin, Texas, USA and holds rights to over 800 patents and patent applications worldwide. For more information, visit: [www.fallbrooktech.com](http://www.fallbrooktech.com)



### **Press Contact:**

Erik Troppenz | Director Marketing Europe | COBI GmbH | [erik.troppenz@cobi.bike](mailto:erik.troppenz@cobi.bike) | +49 176 4151 3785

Anne Guethoff | Marketing Director | NuVinci Cycling | A division of Fallbrook Technologies | [anne.guethoff@nuvincicycling.com](mailto:anne.guethoff@nuvincicycling.com) | +49 160 9229 0159