



## Join the movement

COBI Connect – the technological platform for the future of bicycle-based mobility.

Frankfurt, August 2016. COBI, the high-tech startup, announces the launch of COBI Connect, a partner program for OEMs (original equipment manufacturers) and service providers.

Growing cities conjoin to form megalopolises, vehicular traffic becomes increasingly congested, and parking spaces are scarcer than ever: automobiles are becoming obsolete and are no longer the speediest mode of transport in today's crowded urban areas. People are discovering more intelligent ways to move from one place to another. They're combining alternative modes of transportation to create a new style of urban mobility: cleaner, more efficient, and increasingly reliant on bicycles. COBI Connect is COBI's partner program for OEMs, fleet managers, delivery services and tourism businesses. COBI Connect provides these and other companies with a customizable and affordable solution for smart bicycle-based mobility.



Partners who join the COBI Connect program can integrate their own products into the COBI system: e.g. city sightseeing tours for tourists, delivery plans for bicycle couriers, or administrative and maintenance services for bicycle fleets. Access to COBI Core technology lets partners modify

hardware and software to perfectly match their design, develop totally new and custom-tailored applications, or implement their own preexistent apps. Of course, partnership also brings financial benefits thanks to bulk discounts and other concessions. This program enables companies to make tomorrow's service quality available to their customers and employees today.

The connection between COBI and high-performance smartphones with open iOS and Android technologies offers attractive business opportunities for companies. COBI keeps businesses in motion.

### Partnerships with bicycle manufacturers

Cooperation between COBI and a bicycle manufacturer creates an entirely new kind of bicycle: the perfect combination of kinesis and digital networking. COBI's hardware and software can be customized to match the design of a partner manufacturer, thus enabling a brand to newly augment its existing functions. And effective immediately, digital systems on a standard bicycle or e-bike (motor, gear shifting, shock absorption, etc.) can work together with a smartphone's intelligent software. Thanks to intelligent maintenance by COBI, the bicycle is always ready for use.

### Partnerships with drive manufacturers

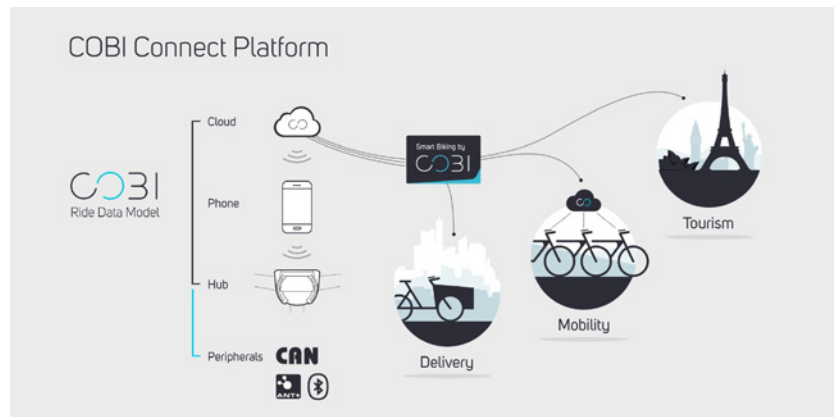
An e-bike reveals new horizons for mobility. And COBI blazes new trails for networking: unique functions, a well-conceived user interface in a contemporary design, and intelligent support thanks to one of the most innovative systems on the market. COBI's integrated system provides access to all trip data generated by the e-bike's power system, but occupies only a very small volume of space on the handlebars. Furthermore, COBI safeguards the bicycle against theft and facilitates maintenance via remote diagnoses and updates – anytime and everywhere. COBI currently supports drives from Brose, TransX, Impuls, Continental and GoSwiss. Additional brands will soon be supported as well.

### Partnerships with technology companies

Cyclists with an affinity for high tech have countless opportunities to use data and information. COBI lets cyclists collect data of all varieties, share trip information, and access route recommendations from their preferred provider. And the COBI app gathers and displays all data in real time.

### Partnerships with service providers

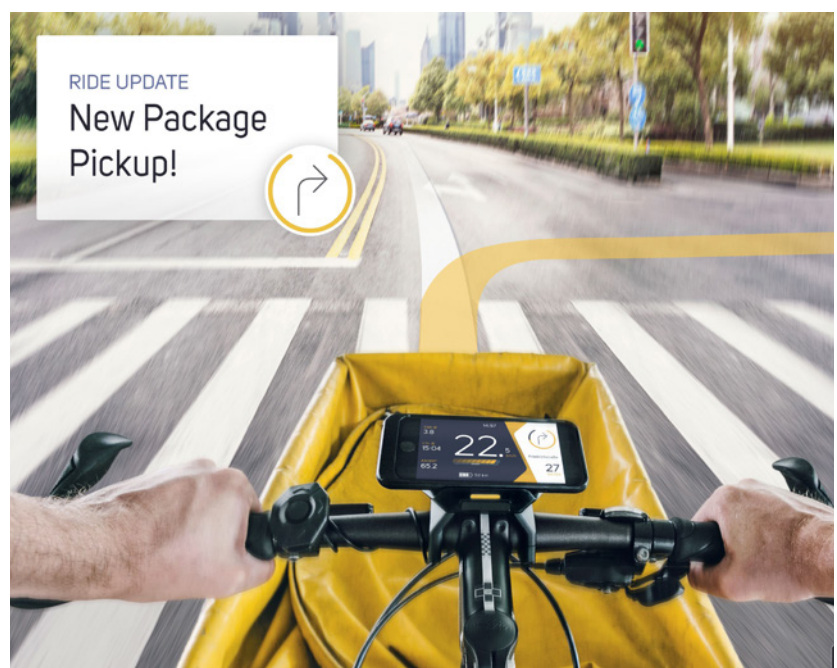
In collaboration with service providers, COBI helps other companies optimize their two-wheeled business models and create better experiences for their customers. COBI puts apps, data and contents into a cyclist's hands – along with the key to unlock the world of intelligent mobility. Service providers such as fleet managers, delivery services and tourism businesses can establish a secure connection to operative systems by synchronizing COBI data between the bike and the cloud. This supports personalized offers and automated processes in many branches of industry.



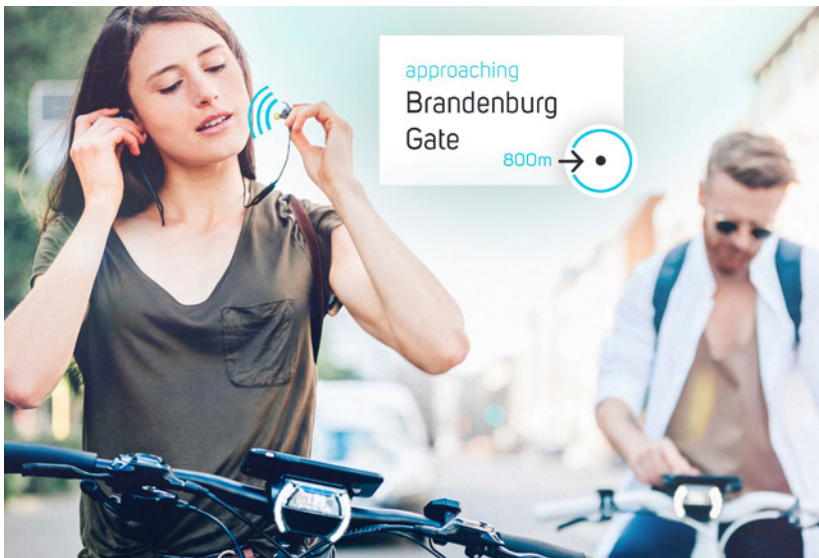
### COBI presents the first COBI Connect partner solutions at Eurobike in Friedrichshafen

COBI will present new partnerships with bicycle manufacturers such as Pure Cycles and drive manufacturers such as GO SwissDrive, as well as a dynamic guidance system for cyclists' driving behavior in collaboration with NuVinci Technology.

In addition to intelligent networking with bicycle hardware, visitors can also experience the new delivery concept from SpeedCourier, the Frankfurt-based logistics company. The concept will be demonstrated live on the test track at the trade fair. auf dem Test Track live erleben.



For the tourism industry, solutions for interactive city tours will be presented in collaboration with leading app partners from the USA and New Zealand.



Visitors at COBI's stand can also experience how COBI facilitates partner solutions for the management of intelligent fleets.

Many products and services are already compatible with COBI. And numerous others are in the pipeline.

### About COBI

COBI (short for Connected Biking) is a smart bike system that blends innovative urban bicycling culture with advanced technology. An intelligent connection between the bicycle and its rider's smartphone creates a totally new experience. This internationally award-winning system enhances bicycles and modern e-bikes with a variety of intelligent functions for better safety, greater convenience, and more fun on any ride. The future of bike-based mobility begins with COBI – a new and trailblazing dimension of bicycling.

More information:

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

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

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