



## The Countdown Has Started: COBI Will Soon Begin Mass Production

Frankfurt, June 2016. The first COBI systems that are ready for serial production have reached the high-tech startup's headquarters in Frankfurt and have already been delivered to selected kick starters.



The first production grade COBI products with their final packaging.

This marks the beginning of the final quality-control phase prior to the start of mass production: usability tests with real users in an authentic context for a trouble-free **"out-of-the-box"** experience. The goal: quick and easy installation of the internationally praised system in just five minutes.

To guarantee a high-quality and fully matured product, numerous COBI employees and suppliers collaborate onsite in the production centers, where they apply the finishing touches. **"Our top priority is to give our customers a system that will be lots of fun for them to use over the long term,"** says CEO Andreas Gahlert. The entire COBI team is working very enthusiastically to

assure speedy dispatching so the long-awaited COBI systems can arrive at their destinations world-wide as soon as possible.

COBI rigorously upholds high standards of quality for its services and products – because the COBI system is designed to accompany bicyclists around the world, through many thousands of kilometers, in every kind of weather – and to give them plenty of enjoyment along the way. To achieve this goal, the team mastered big challenges in the finalization of the hardware and software.

A comprehensive service offer will round out the successfully planned international product launch. Starting in mid June, fourteen regional hotline numbers in six languages will be available throughout Europe for all COBI customers and interested people, who will also have the option of receiving personal answers to their questions via email, live chat or in the social web. Soon after its European launch, this service will also become available in the USA and Canada.

Andreas Gahlert is aware of the delay: ***"I know that we've tried our customers' patience with regard to our delivery promise***

***and I'd like to take this opportunity to thank them for waiting and for trusting our startup! We're firmly convinced that these final optimizations on the product will really pay off for our users."***

The COBI Company vigorously upholds its high standard of quality in all its products and services, throughout every phase of development from the initial idea to the series production – because a well-made product embodies the conscientiousness of its makers.



The production line running last week in China.

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### The Company

COBI GmbH is the company behind COBI, started by founder and innovator Andreas Gahlert and Co-Founders Carsten Lindstedt, Heiko Schweickhardt and Tom Acland. This highly qualified team brings together over 60 years of digital experience. The startup was financed by a total of 15 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 now works together with eight partners and has more than 50 employees. Numerous collaborations with companies from the biking world are also in development.

COBI GmbH is not a bike company, but rather a tech company within the bike sector. Our focus is on the user rather than on technology. Good, recognizable design is key for us. We make no compromises on design and quality. We use the most advanced technologies in the development of our software and hardware. A beautiful, technically outstanding product at an affordable price is our claim.

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