

# COBI Available at T-Mobile's Third Street Promenade Store in Santa Monica



*Santa Monica, CA, March 3, 2017*

COBI, the first smart connected biking system, announces that their system will be available to try and purchase at T-Mobile's new Third Street Promenade store in Santa Monica, CA, which opens today.



COBI delivers the type of mobile digital solution and experience customers have come to expect from T-Mobile and their device partners. The COBI Connected Biking System, with its intuitive app and distinctive hardware design, seamlessly integrates with any iOS or Android smartphone to transform an ordinary bike into a smart bike.

"We are excited to partner with T-Mobile in their new Santa Monica store for connected technologies", says Dan Jeffris, US Director of Sales for COBI. "As the first connected system for cycling, COBI offers an easy, safe way for cyclists to enhance their bike riding experience with access to the many features they want from their smartphone. Like the connected car with handsfree control of calls, music and navigation, COBI provides a similar experience for cyclists."

Celebrating the Grand Opening of the Third Street Promenade store located at 1401 Third Street Promenade from Friday, March 3 through Sunday, March 5, the store will sell mobile and connected technologies that perfectly align with the culture of the Santa Monica community, including the COBI Plus system, which will be on display and available for purchase.

The available COBI Plus system is equipped with a smart hub that provides a charging function, a thumb-controller for hands-free operation, a universal mount case that fits mobile phones up to 6" and AmbiSense automatic front and rear lights with turn signal indicators. The accompanying COBI app (for both Android and iOS) 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 can be integrated and extended to many different apps, e.g. Spotify, iTunes, Apple Health, Google Fit, Kamoot; and each of these apps can be used and controlled within COBI.

**About COBI:**

We believe that every bike rider should be able to integrate smart mobile technology into every ride. COBI unites several unique cycling essentials into one intelligent, intuitive, and hands-free smartphone based dashboard for Android and iOS.

Designed and engineered in Germany, Kickstarter-funded COBI is the first integrated system to intelligently connect your bike with your smartphone and integrates all essential cycling needs like smartphone holder with charging function, bike computer, navigation system, alarm, bell, and AmbiSense light system for more safety, convenience, and fun.

COBI was named the Prototype and Overall Winner at the 2014 Bluetooth Breakthrough Awards, 2014 IoT Innovation World Cup „Innovator of the Year“, Red Dot Design Award 2015 „Best of the Best“ (1% of all global winners), Best of Mobile Innovation Winner 2015, 2016 CES Best of Award and 2017 Design & Innovation Award.

For additional information, please visit [www.cobi.bike](http://www.cobi.bike)  
More product images: [www.cobi.bike/gallery](http://www.cobi.bike/gallery)

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