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## Networking of user, bike and services **Smart e-biking and cycling** Bosch eBike Systems takes over start-up company COBI

- ▶ Takeover of connected biking start-up company COBI completed
- ▶ Bosch extends portfolio of networked products and services
- ▶ Collective further development of offers for smart cycling

Stuttgart/Reutlingen – Bosch eBike Systems takes over start-up company COBI based in Frankfurt. The two companies aim to focus on promoting the networking of people, services and products from here on. "The expertise, technology and experience that COBI brings to the table are the perfect ingredients for developing mobility solutions of the future", explains Claus Fleischer, Business Manager of Bosch eBike Systems. Both sides have agreed not to disclose the purchase price of the transaction.

### **Under one roof: digital services for cyclists and e-bikers**

Bosch eBike Systems and COBI share a common belief: The "smart bicycle" represents the future. This is an essential requirement for ensuring close collaboration as well as collectively launching more digital and networked services and products onto the market. COBI has seen positive development since it was founded in 2014. In addition to an aftermarket product for e-bikes and conventional bicycles, the start-up company also developed a technology platform consisting of an app, cloud, development kit and embedded software. "We have expanded our portfolio to include COBI products and can now offer customers the option of choosing between on-board computers and smartphone based-solutions. Bosch will be presenting offers for networked e-bikes and bicycles in the near future", explains Fleischer. Founder and CEO Andreas Gahlert feels that COBI is much more than just a product. "The greatest strengths of COBI include a talented team of staff born in the digital era twinned with a complex, modern technological architecture. We have always aimed to form a partnership with Bosch and are now looking forward to realizing the enormous potential in front of us."

As a result of the takeover, COBI GmbH became a 100% subsidiary of the Bosch Group. The headquarters of the company shall remain in Frankfurt am Main. The COBI brand and products will be retained and the workforce will remain unchanged.

### **Further development of digital products and services**

Both companies are resolutely launching a digital offensive. Bosch is continuously developing the Nyon on-board computer and presented numerous updates at Eurobike 2017. These include current maps, new features for route planning, altitude preview and energy consumption as well as an improved display of the rider's performance.

COBI is focussing on adapting its products to allow smartphones to be used as a central control, infotainment and display solution. The existing product range will remain available. Products already in the pipeline or those presented at Eurobike 2017 such as the COBI eAir are being developed as planned.

### **The right idea at the right moment**

Research and development are defined by ideas. In 2014, concepts and products of great future significance were developed in parallel and independently of one another with the same objective: "We want to make smart bikes a reality." The developers at Bosch eBike Systems in Reutlingen launched Nyon onto the market, the first all-in-one on-board computer for e-bikes, which allows cyclists to connect with one another intelligently both in the offline and online world. The on-board computer combines the most important functions in a single device such as topographical range, online tour diary, real-time route planning and GPS navigation. The first fully networked ecosystem in the bicycle industry was then developed in combination with the online portal and "eBike Connect" smartphone app.

At the same time, a project was launched in Frankfurt am Main that is now tipped to become one of the most successful kickstart campaigns of all time on the bicycle market: COBI.

May 2014 signalled the start of the project and the first products were delivered in August 2016. The high-tech company focusses primarily on the fast growing digital target group that uses the smartphone as an essential part of everyday life. 8 out of 10 Germans use touchscreen mobile telephones in this country alone. COBI expands your digital lifestyle by connecting your own smartphone to your bicycle or eBike. The company offers services such as navigation, music, telephony and fitness. COBI also connects the rider with other apps such as Strava, Komoot, Spotify, Apple Health or Bluetooth fitness sensors.

The decision by Bosch and COBI to join forces and map out the digital future of the bicycle market together was a logical consequence.

"The takeover of COBI will create synergies and allow us to develop a product range for different target groups in the best way possible. Digitally networked bicycles and eBikes are an essential ingredient for mobility of the future", says Fleischer.

**Press photo 1:**



Bosch eBike Systems is expanding its portfolio in the area of connected products and services with products from COBI GmbH. In the future, customers will have the option of choosing between on-board computers and smartphone based-solutions.

**Press photo 2:**



The Nyon all-in-one on-board computer from Bosch is part of a perfectly adapted eBike system that is continuously further developed – Bosch presented numerous updates at Eurobike 2017.

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[erik.troppenz@COBI.bike](mailto:erik.troppenz@COBI.bike)**About Bosch eBike Systems**

A new generation of bicycles is conquering the city and countryside and has already become part of everyday life: eBikes are a modern mode of transportation for modern people. For speedsters and more leisurely riders, for the fit and the more relaxed, for commuters and pleasure cyclists, and naturally for the old and the young. Providing momentum for the technically advanced eBikes of around 70 leading European cycle brands are components honed to perfection by Bosch. The Bosch product portfolio ranges from highly efficient drive units (motor and gear set) through premium-quality batteries to intuitively operated, smart on-board and bicycle computers. The perfect coordination of components is key to the signature Bosch performance in terms of comfort and efficiency. Like other Bosch products, eBike Systems benefit from the technical and manufacturing know-how of the Bosch Group: From conception through engineering to production, marketing and after-sales service, Bosch eBike Systems is constantly setting new standards for the eBike industry. The experience of the Bosch Group in the fields of electric motors, sensor technology, displays and lithium-ion batteries means that Bosch eBike systems are invented for life and eBikers are guaranteed an enjoyable ride.

More information at [www.bosch-ebike.com](http://www.bosch-ebike.com)

**About Bosch**

The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of 31.12.2016). The company generated sales of 73.1 billion euros in 2016 according to preliminary figures. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 450 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, development and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 120 locations across the globe, Bosch employs some 59,000 associates in research and development.

More information at [www.bosch.com](http://www.bosch.com), [www.iot.bosch.com](http://www.iot.bosch.com), [www.bosch-presse.de](http://www.bosch-presse.de), [www.twitter.com/BoschPresse](https://twitter.com/BoschPresse).

**About COBI**

The international award-winning connected bike system COBI stands for connected biking and links smartphones, apps and sensors with bikes and eBikes. Additional features, such as a charging function for smartphones, an automatic light and an alarm system, provide even more comfort, safety and fun on every ride. The COBI system works with all bikes and virtually every smartphone. The future of bike-based mobility begins with COBI. COBI GmbH – the start-up behind the COBI system – was founded by Andreas Gahlert, Carsten Lindstedt, Heiko

*Schweickhardt and Tom Acland in 2014 in Frankfurt and now has 35 employees. Before establishing COBI, the highly-qualified founding team had worked for over 10 years together on digital business innovations for blue chip customers such as AUDI, Porsche, Nintendo and adidas. The start-up has so far received funding from a total of 13 renowned investors. COBI achieved its breakthrough in December 2014 via the crowdfunding platform Kickstarter. In addition to ranking among the most successful Kickstarter campaigns from Germany, COBI also achieved the second most successful bike tech crowdfunding campaign of all time. The product was launched in Europe and the USA in the third quarter of 2016.*

*For more information, please go to [www.cobi.bike](http://www.cobi.bike), <https://www.facebook.com/COBI.bike/>*