

Smart Biking Start-up Prepares for Launch

COBI wins top marketing experts from Heimat and Jung von Matt

- Andreas Freitag (44), former Managing Director at Jung von Matt/Spree and founder of Heimat Hamburg, to manage COBI US business
- Ina Neumann (36), former Director at Heimat Hamburg, to support with Brand Experience in the role of „Marketing Director“

Frankfurt startup COBI has secured some top talent to support the development of their brand and marketing. Andreas Freitag and Ina Neumann have provided brand development consultancy services to COBI since the spring through their company PLOT (Hamburg and Palo Alto), but this working relationship is now set to become even closer.

Andreas Freitag (44) becomes President/CEO and shareholder of COBI of America Inc. based in San Francisco. The two industry names, Andreas Gahlert (47) COBI CEO and Andreas Freitag have already worked together in the past on a previous success story: Freitag was responsible for setting up the Berlin office of the agency Neue Digitale, before switching to take over as Managing Director for Jung von Matt/Spree and then to found the Hamburg agency Heimat.



„When Andreas Gahlert talked to me last year about his latest innovative idea I was immediately captivated, as a former bike courier and cyclist. I am extremely pleased that this has now developed into a business relationship. With COBI we will fundamentally change the biking experience and deliver a decisive boost to the bike boom currently happening in North America. Taking on this responsibility is a unique opportunity to be involved with this immensely fulfilling project“, says Freitag.

Ina Neumann (36) takes on the role of „Marketing Director“ for COBI GmbH.

The experienced agency consultant (Ogilvy, Jung von Matt, Heimat) most recently led the consultancy team at Heimat Hamburg as a member of the senior management team, before moving in January to become a Director at PLOT GmbH in Hamburg. About her position at COBI Neumann says: „To be able to develop such a promising brand as COBI from the outset is a great opportunity. The focus is now on building up a strong marketing team and the necessary structures to turn this great innovation into a globally successful product.“



COBI is looking for talents in Frankfurt and San Francisco to support Andreas Freitag and Ina Neumann and their teams.

About COBI GmbH: Behind COBI is a spin-off of the digital service agency Razorfish. In the past, the team has designed and implemented digital products and marketing for premium car brands. With over 300 awards from across the globe, the company pioneered the digital economy. Founder and serial-entrepreneur Andreas Gahlert launched COBI at the beginning of 2014, with the vision to make Connected Drive in bikes available to all. He now has 13 investors, 6 partners and more than 36 employees on board.

The System: COBI turns any bike into a Connected Bike. It is the first integrated patented system for bikes based on popular smartphones. The system, which is developed in Frankfurt am Main, integrates five bike accessories into one design object: Light, navigation, smartphone holder with charging function, bell and bike computer. Its greatest strength comes from the integration of over 100 functions that make cycling more connected, intelligent and safe. In January, COBI achieved the second most successful bike technology Kickstarter campaign of all time. The system has also already won several awards. On March 2nd, COBI was voted winner of the category „Prototype“ and overall winner for its world’s smartest Connected Biking System and in doing so saw off competition from around 400 well-known contenders such as Microsoft. On March 3rd, the Internet of Things (IOT)/M2M Innovation voted COBI Worldcup Winner in the category „Mobility“.

Job vacancies can be found here:

<http://cobi.bike/jobs.html>

New product images are available for download in the COBI press portal.

Press portal:

www.cobi.bike/press

www.cobi.bike/presskit

Further information:

www.cobi.bike

Facebook:

<https://www.facebook.com/COBI.bike>

Twitter:

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