

## **COBI transforms the Winora RADAR into an intelligent urban bike**

New Winora eBike range with COBI control centre and automatic light

- Winora becomes the next bike manufacturer to integrate the COBI B2B programme.
- Connected Bike System COBI to be used as control centre and automatic light for the new Winora eBike range RADAR with TranzX electric motor ex works (OEM).
- Bike range for a new generation of cyclists and Winora's answer to the future of mobility.



**Winora will unveil their new RADAR range of eBikes at this year's Eurobike from 26th – 29th August – with the COBI Connected Biking System integrated as control centre with navigation function and automatic lighting. The German bike manufacturer is the latest bike brand to implement the Frankfurt startup's B2B programme that was launched at the Berlin Bicycle Week in March of this year.**

**Susanne Puello Managing Director Winora-Staiger GmbH:**

*"Integration is the central design theme of the new Winora RADAR. Hidden cables integrated in a down tube, a powerful battery and other well thought out features give the new urban eBike a modern, puristical appearance. With COBI we have found a partner who connects the bike with the smartphone in an intelligent way, perfectly implementing our design idea."*

**Andreas Gahlert, CEO and Founder COBI:**

*“Finally the smartphone has found its optimum position on a bike: It is the control centre. COBI controls all of the bike electrics and integrates over 100 software features that enrich the riding experience. Achieved by COBI in conjunction with the most advanced Winora RADAR urban bike ever produced.”*

**COBI cooperation with Winora**

Winora is to integrate COBI ex works into the new RADAR range of eBikes, which will be available in stores from 2016. They will be powered by a compact 250 watt TranzX motor, which fits perfectly into the frame design and in some models supports speeds of up to 45 Km/h. COBI becomes the „digital control centre“ via a Smartphone – alongside automatic lights, the COBI thumb controller also enables motor control. The COBI LED light will be available as an accessory for the RADAR PLAN model. COBI also adds over 100 smart connected features to the bike to significantly enrich the riding experience.



**COBI B2B Programme**

Following the huge positive reaction from within the bike industry, the COBI B2B programme, led by Tom Acland (Head of Business Development), was substantially expanded earlier this year. Alongside the many possibilities for individualization of the software, optimized versions of the hardware can also be integrated into eBikes and standard bikes. Thanks to our electronics, the system is compatible with many systems from leading manufacturers.

**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 six bike accessories into one design object: Automatic front and rear 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.

**Press information**  
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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“.

**Images for download are available in the press portal.**

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