



Biking in a New Dimension

COBI lets you experience mobility's future – today.

Frankfurt, June 2016: Eyes on the road, music in your ears and always on the right track – COBI's "Connected Bike" system brings biking into a new dimension.



The compact design unites innovative technology with trailblazing usability; a powerful combination recognised by the well known bike brand Gazelle. On June 15th the Dutch manufacturer presents the Gazelle No.1 concept bike, the e-bike of the future. The Gazelle No.1 was developed in collaboration with Giugiaro Design and connected with COBI.

The smartphone has become our constant companion, connecting us to our social lives, entertaining us with content and keeping us in touch with the world around us. With its internationally acclaimed modular system, COBI transforms every bicycle into a smartbike with intelligent assistance functions by using the power of the smartphone.

The COBI system offers a handsfree smart biking experience directly through the biker's smartphone. The COBI hub and thumb controller, as well as a special COBI app with bike optimized route planning, turn-by-turn navigation, and weather forecasting offer a maximum of convenience. The COBI system also automatically charges your phone while riding the bike.

Besides the ease of use, COBI also brings a plus in safety. This can be seen in many features that have been designed to keep the bike and the biker safe and secure. The AmbiSense Light Technology for example: it has three different intensities which automatically adjust to light conditions. The convenient thumb controller allows for easy

activation of all features without distraction. You can also park your bike without fear of theft – the COBI system comes with an integrated alarm.

Above all the COBI system brings bikeriding to a whole new level of fun with exciting features like fitness tracking, music control, and playful visualization of important ride data. COBI even enables riders to call their friends without letting go of their handlebars. Now you can do more of what you love most, all while reaching your destination and personal goals.

COBI and the No.1 are a perfect match for a pioneering collaboration that showcases Gazelle's vision of smart and connected bike mobility. This is the first bike on which COBI successfully connects to the Impulse e-bike engine and the NuVinci continuously variable transmission, offering a powerful boost and a steady cadence at any speed. With Connected Biking on board the No.1 rider will always feel like cycling.



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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