



COBI now shipping to dealers on IZIP and Haibike models in the United States

Frankfurt, May 31, 2017. Right on time to kick off the 2017 cycling season, two additional bike brands have begun delivery of COBI-equipped pedal-assist speed bikes to their dealers. The “Haibike Urban Plus” and the “IZIP E3 Protour” are now available in the USA. This milestone rides the smart-biking wave from Europe where already a number of bike models come with the COBI system pre-installed.



Ever more cyclists use their smartphones while biking as a navigation system, for phone calls, fitness-tracking, or for listening to music. Fumbling with a smartphone while riding a bike however isn't only risky, it could even be prohibited. Which is why anyone using a smartphone as a copilot on their ride wants a more satisfying and safe experience.

The modular COBI system is customized to meet cyclists' everyday needs and does much more for the rider besides mounting and charging their phone while riding. COBI enables distraction-free access to global offline bike navigation, volume and music playback, the rider's phone book, fitness and performance metrics; as well as control of the e-bike assist modes and visibility of battery charge, range and the engine-support modes of the e-bikes. The bikes come equipped with COBI's

front and rear AmbiSense lighting system for visibility and turn notification; a built-in alarm system, high-decibel bell, and bike finder feature. This entire "Connected Biking" experience is controlled via the user's smartphone (iPhone and Android) and COBI mount and thumb controller. The COBI app also seamlessly syncs with the user's Strava, Komoot, Apple Health, and Google Fit profiles. COBI transforms any bike into a smart-bike.

The Urban Plus from Haibike and the E3 Protour from IZIP are Class-3 pedal-assist e-bikes powered by the TranzX M25 drive system which come pre-installed with COBI's smart bike system. Starting in May, the 2017 IZIP E3 ProTour and Haibike Urban Plus spec'd with COBI will be arriving at dealers across the United States.

"We're certain that equipping our ProTour models with the COBI system will offer tremendous added value for dealers and customers. This system gives cyclists a dashboard that lets them control much more than just the standard functions of their e-bikes," says Raleigh Electric CEO Larry Pizzi. The



Urban Plus

HAIBIKE

COBI system collaborates seamlessly with this e-bike's high-performance mid-mounted TranzX engine. This all-around bicycle is perfect for any rider, whether it's being ridden for commuting and transportation; or recreation and fitness.

The Urban Plus was specially conceived for urban street traffic. Its bike chic minimalist styling also makes it a visual delight. Here too, the COBI system is smoothly linked with the Urban Plus model's high-performance TranzX drive.

The advantage of pre-installation at the factory is that COBI can be individually fine-tuned to the needs of the bike brand's bikes and customers. Not only does the e-bike's drive system work hand in hand with COBI, much of the COBI hardware and software can be modified to suit the bike's design thanks to custom app skins and lighting style kits. The bike is further augmented with COBI's signature "Connected Biking" features. COBI takes "smart" to the max.

Further information is available at: www.cobi.bike

**IZIP**

E3 Protour

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