



Join the movement

COBI strengthens its management team.

Frankfurt, August 2016. By strengthening its management team, COBI takes the logical next step from an internationally acclaimed startup to a successful company.

With this newly created executive position, COBI responds to the constantly growing interest in its products and services. Punctually in time for the market launch, COBI now further fortifies its strong team.

Effective September 1, 2016, COBI's new Head of Global Sales is Stefan Kühn. A native of Bavaria, Stefan Kühn is an enthusiastic cyclist with over 25 years of experience in the technology industry, including employment with Apple and TomTom. Before joining COBI, he was responsible for B2C business for Lenovo DACH. At COBI, Stefan Kühn takes over the responsibilities of expanding global multichannel distribution and leading the sales team.

"COBI offers me the opportunity to combine my private passion for bicycling and my professional career, while simultaneously enabling me to contribute my broad background in consumer sales. I'm delighted to accept this new

challenge with an ambitious young company," Kühn says.

COBI's founder and CEO Andreas Gahlert adds: "With Stefan Kühn, we've expanded our team to include an enthusiastic cyclist whose experience and abilities will advance COBI's vision of a green revolution for the world of mobility. The future of bicycle-based mobility begins with COBI. And with Stefan Kühn on our team, I have no doubt that we'll formatively contribute to that future."

More information: www.cobi.bike

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