

## COBI Connected Biking System Proudly Accepts ISPO BRANDNEW Honor

Using a smartphone to give cyclists unprecedented, hands-free connectivity while riding, COBI is changing the way we ride



**Frankfurt, Germany (December 4, 2015)** – COBI, the connected biking system gives cyclists unprecedented connectivity while riding, is proud to announce the recent acceptance of an ISPO BRANDNEW in the Wearables category. COBI will be honored by the European outdoor market during the 2016 ISPO trade show, scheduled for January 2016 in Munich, Germany.

Similar to the hands-free, Bluetooth-powered phone and music systems featured in many automobiles, COBI uses a smartphone to seamlessly blend connective, navigational, and convenience tools into your cycling experience to create an elegant, simple to use, fully integrated application and smartphone system that keeps you connected to the rest of your life.

„COBI has received a warm welcome wherever we’ve shown it and we’re very happy that the judges at the ISPO BRANDNEW took notice,“ said Andreas Freitag, CMO with COBI. “The ISPO BRANDNEW is highly sought after and winning it tells us and the rest of the world that we have something very special on our hands.”

ISPO BRANDNEW is the world’s largest award competition for start-ups within the sporting goods industry. Award nominations are centered on new and innovative products and the brands that created them. An international jury of industry experts selects winners each year. Nominations are open to brands that are younger than four years old and that have never been recognized by or displayed at ISPO MUNICH before. Eight categories exist for new brands to receive global recognition within each year.

**Multi-award winning**

In January 2015 COBI achieved the second most successful bike tech kickstarter of all time. Since then the system has continued to collect a series of accolades. The world's smartest Connected Biking System, COBI was named Overall Winner 2015 at the Bluetooth Breakthrough Awards on March 2nd in the „Prototypes“ category, beating 400 big-name competitors such as Microsoft. On March 3rd COBI was named Innovation Worldcup Winner at the Internet of Things (IOT)/M2M. In August COBI was awarded the „Red Dot: Best of the Best“ Communication Design Award 2015 in the „Apps“ category. And in the same month COBI also brought home the EUROBIKE AWARD 2015 for the „Concepts & Services“ category. In November COBI has been selected as a Consumer Electronics Show (CES) 2016 Innovation Awards Honoree in the Vehicle Intelligence product category.

**COBI is the specialist for Connected Biking**

COBI offers a new, connected and intelligent biking experience. The Connected Biking System can be retrofitted and is available as an OEM technology for all bike manufacturers. It will be factory fitted on numerous bikes and electric bikes ready for the 2016 bike season. Early collaboration partners are the bike manufacturers ROTWILD, Schindelhauer, Winora and GHOST. Raleigh Electric Bikes and IZIP Electric Bikes are recent additions to the collaboration network. Further partnerships also exist with electric bike drive manufacturers Brose, TranzX and Continental. The system is also compatible with Bosch and Impulse drives, as well as the most popular Apple and Android smartphones. 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 40 employees on board, with offices in San Francisco and Frankfurt, Germany.

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

[www.cobi.bike/press](http://www.cobi.bike/press)

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