

## PRESS RELEASE

### Continuing to grow with a strong connection to specialty retailers

The Heidelberg-based Coboc GmbH & Co KG has once again broadened its scope in the areas of sales, development, and quality control. With the outsourcing of frame production to increase quantities and an extended design fleet, the e-mobility expert is expanding its presence in the European market.

As the pioneer of a totally new type of electric bike with the specially developed, fully-integrated Coboc E-Drive system, Heidelberg-based Coboc GmbH & Co KG has set new trends in the bike industry and shaped urban mobility with confidence and style since entering the market in 2014. The battery, electronics, and software were all developed by Coboc, giving the design of the bike priority over the design of the drive system. This clearly distinguishes Coboc from the conventional wisdom on e-bikes and appeals to a younger, urban target group with its offer of pure pedaling pleasure.

To maintain this reputation in the future and continue excelling with new product developments, over the past few months Coboc has been engaged in reorganizing its internal processes and expanding the growing company's team. After moving to larger premises at the beginning of the year, Coboc is



Klaus Joswig – sales, northern Germany

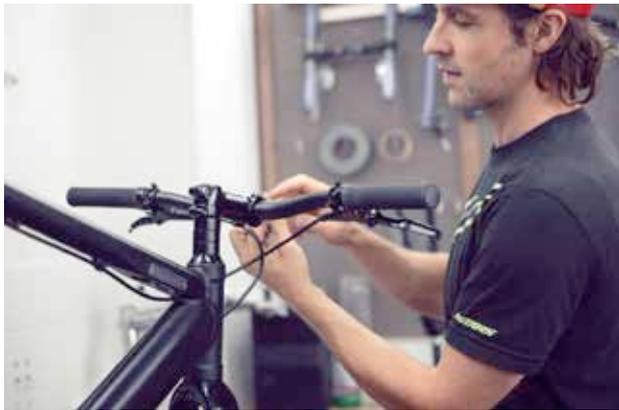
now building its team for the second time. The sales department in particular is being expanded to strengthen the partnership with specialty retailers. In addition to Stefan Burkhardt, who is responsible for southern Germany, Austria, and Switzerland, and Alex Kunde representing the European region, Klaus Joswig has now been put in charge of sales in northern Germany. Daniela Kohl has joined Sarah Mesa Gonzalez (parental leave) and Simo Zilling as in-house staff, and

Fabian Arzberger has been made a permanent contact for specialty retailers in the areas of service and workshop training, in addition on-site dealer training as was recently offered in Heidelberg. "Thanks to the expansion of our sales division, we've not only managed to double the number of dealers compared with last year to 80, but we've also significantly increased sales per shop. Many of

our dealers have noticed that they're reaching a brand-new type of customer thanks to Coboc," says Annalena Horsch who, along with her management position, is responsible for the sales structure.

### Quality assurance in production is the top priority

Coboc has also shifted into high gear in the areas of production and assembly. For the first time, the design fleet is being expanded to include pedal-assist e-bikes with gears, while the belt drive has also been added to the company's portfolio. To meet the demand and boost the company's presence on the international market, quantities were scaled up and internal systems and processes were adjusted



for quality assurance purposes. In the future, Coboc Bikes' frame production will be distributed over three sites: In addition to Karlsruhe, frames will also be manufactured in Italy and Taiwan. Each individual Coboc E-Drive system is thoroughly tested at the company's headquarters in Heidelberg, undergoing extensive end-of-line tests before being released for assembly. Since April 2017, assembly has taken place in Flensburg, meaning

that it remains in Germany. Quality control is a high priority throughout the entire production process, including standardized quality inspections, periodic training – also on-site at the service provider's site – and real-time inspection of assembly using digital production and quality protocols. A Coboc employee is present for every critical production step along the entire value-added chain to guarantee a high level of conformity to high-end pedelec standards.

### About Coboc

Coboc GmbH & Co. KG, a Heidelberg-based e-bike manufacture, stands for extraordinary design as well as outstanding solutions in e-bike technology. The company was founded in 2011, and since then quality, sustainability, and in-house production depth have been their guidelines. Most components, such as frame and drive system, are in-house developments, mostly manufactured in Germany in cooperation with local partners. Cooperation with partners from the region to such an extent is rather uncommon in the bicycle sector.

The two managers, graduate physicists Pius Warken and David Horsch, have successfully combined their passion for bicycles with their academic know-how. After the first prototype in 2011 and a three-year period of research



work and pre-commercial development the Coboc eCycle became ready for marketing in 2014. Due to the entirely closed system with its specific power unit and to the special qualities of a single-speed bike, the Coboc eCycle is absolutely low-maintenance and comes with dynamic performance in city traffic. Passion for the product and love of detail are the reason why the Coboc-fleet is at present the most outstanding masterpiece available on the market: unprecedented because of its minimalism and technological maturity.

Further information under [www.coboc.biz](http://www.coboc.biz)

Photos: Coboc GmbH & Co KG

Press releases and footage at press section: [www.kernpunktpr.de](http://www.kernpunktpr.de)



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