

Blubrake and Stromer join forces to develop the first S-Pedelec with integrated ABS

Thanks to its partnership with Stromer, S-Pedelec European market leader, Blubrake presents this segment's first and only frame integrated ABS. A segment that, due to the high speeds these bikes can reach, requires safe braking systems that are suitable for high-risk city environments. This safety measure has no impact whatsoever on design, maintaining the elegance and minimalism that identifies Stromer as the benchmark brand in the high-end S-Pedelec market.

Blubrake (blubrake.com), the Italian company that designed the first and only ABS to be integrated into an e-bike frame, has today announced its partnership with Stromer (stromerbike.com). A partnership agreement which will see the launch, in June 2021, of Stromer ST5 ABS, the first S-Pedelec with a frame integrated ABS. A collaboration between two companies born out of shared ideals on product innovation, design and a focus on safety, so as to ensure a comfortable, reliable riding experience.



Several studies have highlighted how, during braking, front-wheel lock ups and instability resulting from sudden changes in direction are the main causes of bike accidents, especially in busy, unpredictable urban environments. The issue of safety was one of the reasons that drove Blubrake to rethink the ABS concept and to develop an entirely unique system for the market, including for S-Pedelecs, a bike capable of high speeds of up to 28 mph (45 km/h), hence why many European countries mandate the use of helmets as well as registration plates for these bikes. Blubrake's solution integrates seamlessly and invisibly into the frame, thus ensuring the bike's original design remains unaltered.

Milano, 30th November 2020



"We're especially pleased with this partnership - explained Fabio Todeschini, Blubrake's General Manager – because we believe there are huge strides to be made in terms of improving e-bike safety. Through this partnership we are keen to show that very high standards of safety are achievable, which will in turn enable the benefits offered by the S-Pedelec to be fully harnessed. We are delighted to collaborate with a sector leader such as Stromer. Together we've set highly ambitious targets in terms of safety and riding fluidity, the achievement of which has already been demonstrated by the fact that Stromer's S-Pedelecs equipped with our integrated ABS have met the

requirements of several tests, some very stringent, as a result of which we've obtained product certifications for the category standards, both in Europe and the US."

Compared to e-bikes, S-Pedelecs can reach higher speeds and therefore generate greater braking forces, hence why Blubrake's research team developed specific software that was purpose-designed for this type of bike. This allows smarter and more sporty cyclists to override the anti-lift off function, simply by using the HMI interface fitted on the bike. A real revolution for the e-bike world since it is the very first ABS to be equipped with this functionality.

Stromer ST5 ABS will be the first S-Pedelec with Blubrake ABS: the only bike of this category with an anti-lock system fully integrated to respect the typical design of the Swiss company, combining elegance, power and safety.

«Blubrake's integrated ABS designed for our S-Pedelecs is unique since it's entirely hidden within the bike's frame, and this is a crucial factor for us - explained Product Manager Florian Marti from Stromer - because the design and linearity are, next to safety, efficiency and riding pleasure, unique trademarks of our models.»

Reference hashtag: #blubrake #blubrakeABS #ebikes #ridesafe #stromerbike #speedpedelec #drivethedifference #electricbikes #futuremobility #urbancycling

Boilerplate

Blubrake is an innovative Italian company that developed a state-of-the-art ABS for eBikes. Blubrake aims to create an enjoyable and safe riding experience with its ABS is seamless and invisible, effective when it is necessary. The company is part of the e-Novia group and is the result of the expertise and determination of a multidisciplinary team made up of qualified engineers, product designers, managers, marketing and communication experts.

Stromer is responding to the challenges of urban traffic, ever longer journeys to work, the resulting growing harmful effects on the environment, and lack of mobility with new technologies and Swiss engineering skills. Drive the difference: when commute to and from work, go shopping or run errands with a Stromer, you are relaxed and full of energy and have a broad grin on your face. All while managing to avoid annoying traffic jams, the search for a parking space and the wait for a bus or a train. "Swissness" is Stromer's promise of quality, design, precision, reliability and respect for the environment.

Blubrake Press Office by LDL COMeta

via Quinto Alpini, 4 – 24124 Bergamo - Italy
Tel. +39 035.4534134 / Tel. +39 035.346525

For information:

Ilaria CARISSONI – ilaria.carisconi@ldlcometa.it
mobile +39 331.133.2487

Manuela MASERA – manuela.masera@ldlcometa.it
mobile +39 335.761.6802

