

Blubrake ABS joins Bianchi new e-Omnia range

Safety, innovation and design are at the core of the new Bianchi e-Omnia range, which has chosen Blubrake ABS to give a significant step forwards in the electric revolution, with the aim of shaping a new way of moving.

As part of the Lif-e Electric intelligence Program and the new e-Omnia range, of the iconic brand Bianchi, which has contributed to the evolution of the bicycle in all its forms for over 130 years, has chosen the anti-lock braking system by Blubrake, the Italian benchmark for the development of high-tech products for e-bikes.

The presentation of the innovative e-Omnia platform configurator, the new range of high-performance e-bikes, unveiled that Bianchi and Blubrake are pursuing a shared strategy to contribute to a safer and more sustainable future e-mobility through their individual products. This partnership is the result of Blubrake and Bianchi's shared interests on creating a new way of living e-bikes, by combining safety with performance.

The Blubrake antilock braking system (ABS) has been equipped as safety feature on all e-Omnia X and FX Type and T and FT Type models - all the e-tourer and e-mtb models - and can be ordered directly from bianchi.com/e-omnia.

Blubrake's main aim is to encourage people to use light electric vehicles (LEVs), by guaranteeing the safety standards comparable to other motor-powered vehicles, for a safer and more sustainable mobility. To drive this forward, Blubrake developed an ABS system that prevents e-bikers from losing control if they are forced to brake sharply, and also delivers a safe and pleasant experience. The system is fully integrated into the frame, so it does not impact on the manufacturer's styling choices exactly as the new e-bikes in Bianchi e-Omnia range. Bianchi and Blubrake partnered together, sharing values and goals based on three key principles: safety, innovation and design.

«*The Blubrake ABS prevents the front wheel lock-up and rear wheel lift-off, reducing the risk of accidents linked to braking, but it is also a technology that can ensure a safer and more pleasant rider experience to every type of rider on their e-bike, including the less skilled ones*» - commented Fabio Todeschini, Founder and General Manager of Blubrake.

Founded in Milan in 2015, Blubrake is involved in many different international collaborations including one with Cycleurope Group which led to the launch in 2019 of the Crescent Ellie 7-VXL ABS. This was the world's first city e-bike with integrated ABS and won the Bike of the Year 2020 prize at GoExpo. The success of the project consolidated Blubrake partnership with Cycleurope Group to the extent that Bianchi chose to equip Blubrake ABS on five models of the e-Omnia range.

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Blubrake ABS comes from a long experience in Formula 1 and Motor racing. Its aim is to apply the most sophisticated automotive technologies to e-bikes to guarantee cyclists the same braking experience and standard of safety that drivers and motorcyclists already enjoy on a daily basis.

Furthermore, the system uses sophisticated patented algorithms to predict the e-bike dynamics on different terrains, including extremely slippery surfaces and those with minimal grip. This makes it a trustworthy partner and a very pleasant discovery even off-road, which is why Bianchi has chosen to equip it as safety feature on different types of e-mtb and tourer e-bikes.

Hashtags: #blubrake #blubrakeABS #ebikes #ridesafe #electricbikes #futuremobility #urbancycling

About Blubrake

A member of the Italian e-Novia Group, Blubrake is a benchmark company that developed and patented the first and only e-bike and s-pedelec ABS that is completely integrated into the frame, and also the first ABS for e-cargo bikes on the market. Founded in 2015 by a skilled, focused multidisciplinary team, the company's goal is to develop the most advanced mechatronic technologies for light e-vehicle (LEV) braking systems to help mould the future of mobility and make it safer as well as more sustainable.

About Bianchi

Bianchi is the most historic and prestigious brand of bicycles. Our heritage, over 130 years strong, started in Milan in 1885 with Edoardo Bianchi, cannot be equalled in the cycling world. Our positioning embodies the best of what Italy can offer to the world: a commitment to build products as artisans – “a regola d’arte”, distinguishing design, style and taste.

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