

Crescent and blubrake present the world's first city e-bike with integrated ABS

The Swedish Cycleurope Group company presents the first urban mobility-dedicated electric bike with blubrake's integrated ABS.

A study on bike-related accidents, has revealed that 58% of accidents involving e-bikes happen when the front wheel locks under braking. The market has been quick to respond to this news and the Swedish company Crescent presented in Majorca the ELLIE 7-VXL ABS Koppla, the first connected city e-bike with an integrated blubrake ABS. This innovative solution is designed to deliver controlled braking and a safer ride.

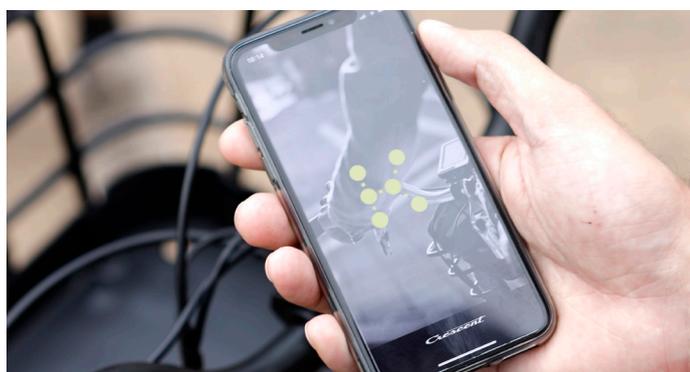
"We spent a long time working on the concept for a smart technology we could apply to city bikes- stressed Jonas Netterström, CEO of Cycleurope - and we are finally able to present a solution capable of delivering a real improvement in quality for safer mobility in the city".

The Crescent ELLIE 7-VXL ABS has an aluminium frame and a low entry design that makes getting on and off easier for the cyclist. The ELLIE's ABS system is completely invisible as it is integrated into the frame itself, an exclusive feature of the product made by the Italian company.

"We are extremely happy to have worked with the Crescent team on developing the Ellie with our ABS - commented Fabio Todeschini, General Manager of blubrake - Our system is an extremely interesting new solution and is proving very successful with e-bike makers as demonstrated by the launch of the Crescent model".

The blubrake ABS prevents the front wheel lock-up, as this is the main cause of e-bike accidents, and also stops the back wheel lifting off the ground in addition to improving the bike's overall stability, all vital factors for safe city cycling.

"In Cycleurope we feel that improving bike safety standards may also boost the use of e-bikes in cities - concluded Jonas Netterström - and the development of these solutions is a move in that direction".



About blubrake

blubrake is an innovative Italian company that has developed the state-of-the-art ABS for e-bikes. blubrake's goal is to create an absolutely safe and enjoyable cycling experience thanks to an invisible ABS integrated into the bike's frame which only intervenes when necessary. The company is part of the e-Novia group and is the result of the experience and determination of a multidisciplinary team of engineers, product designers, and marketing and communications experts.