

Darmstadt, November 2022

IT'S MY BIKE and VELO DE VILLE join forces to deliver a smart e- bike

Bike manufacturer VELO DE VILLE, based in North Rhine-Westphalia, has entered into a cooperative partnership with Darmstadt's IoT Venture GmbH to offer its customers even better services and the latest technology for the connected bike. This venture unites the latest technology with more than 60 years' experience in the cycle industry.

VELO DE VILLE, an AT Zweirad GmbH brand, sells bicycles and pedelecs that it manufactures itself. Custom-made, each assembled item is configured individually and produced in Germany based on detailed customer requirements and maximum quality standards.

IoT Venture GmbH markets a smart device under the trade brand IT'S MY BIKE and as an integrated white label solution for manufacturers. The device connects e-bikes to the Internet and its main purpose is to locate and recover stolen bikes. The two companies have jointly developed the app-based solution *Velomate* based on this device. VELO DE VILLE is thus able to expand its all-round service for customers to include an even more customised digital solution.

This further development focuses on aspects of predictive maintenance. Customers benefit from new services related to maintenance and service intervals. The Velomate app acts as a digital service check book: it reminds customers that they have a check pending based on the number of kilometres they have travelled and simplifies maintenance and repair documentation. VELO DE VILLE is designing a digital ecosystem for Velomate that will offer customers added value throughout their entire customer journey based on selected information.

"We see ourselves as a custom manufacturer, which is why we also want to tailor the benefits that Velomate offers to meet our customers' exact needs. IoT Venture's functions and technology fulfil the requirements we envisage for our customer-oriented app service precisely. We can work together on the ongoing development of *Velomate* on this basis," states a pleased Alain Thiemann, Managing Partner at VELO DE VILLE.

The Velomate GPS solution has formed an integral part of the online configurator for VELO DE VILLE bikes since the summer. When configuring their pedelec online, customers have the option of equipping it with the Velomate service for a period of three years.

"We are pleased to have gained a partner in VELO DE VILLE which wishes to expand its services together with us through continuous service sales and what are known as data signatures," affirms Co-Founder of IoT Venture GmbH Holger Trautmann.

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