

VELCO OFFERS IOT SOLUTIONS FOR SHIMANO E-BIKE BRANDS

Press Release - June 2023

Velco is now collaborating with Shimano to offer IoT and digital solutions to bicycle brands and manufacturers. After 2 years of development, Velco officially becomes the off-shelf IoT device partner of the Japanese giant bicycle parts and engine manufacturer.

VELCO IS NOW ABLE TO CONNECT TO SHIMANO'S NEWEST EP6 AND EP8 MOTOR TO OFFER IOT SOLUTION AS WELL AS A WHITE LABELLED MOBILE APPLICATION.

The EP6 and EP8 motors are equipped with a dedicated connector to plug a Velco IoT device, communicating in CAN. With this compatibility, Velco can collect data and send commands on the bike, offering connected services to brands and cyclists.

CONNECTED E-BIKES - A GAME CHANGER FOR CYCLISTS & BRANDS.
After electrification, connectivity is the new standard for high-end and mid-range e-bikes.

BENEFITS OF CONNECTED E-BIKES FOR CYCLISTS

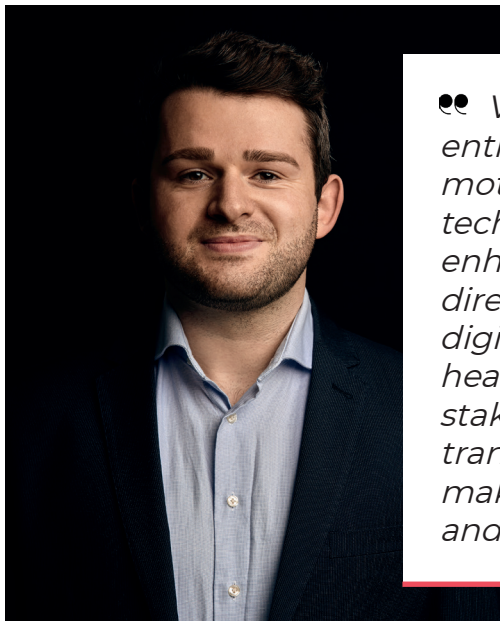
Cyclists are able to benefit from connected services to ensure their safety and the security of the bike. Via a mobile application, the cyclist secures the bike against theft with a digital locking system, suspicious movement notifications, a sound alarm and geolocation.

On the safety side, the cyclist will be provided with maintenance support. To simplify maintenance and ensure the proper functioning of the bike, the brand communicates advices and sets up alerts and notifications to encourage the cyclist to perform the right maintenance operations at the right time. Riders can customize their maintenance follow-up according to their preferences and uses. Riders can also benefit from statistics and trip history.

BENEFITS OF CONNECTIVITY FOR E-BIKE BRANDS

Brands that connect their electric bikes and implement a digital strategy will increase their revenues. **Indeed, thanks to the connected offer, the brand differentiates itself with an innovative solution that addresses the fear of bike theft.** Not only will the brand sell more, but it will sell better, with margins on the sale of the bike but also on subscriptions to connected services via the white labelled mobile application. The brand establishes a long-term and direct relationship with cyclists to satisfy them, build loyalty and make them ambassadors. With connectivity, the brand image is enhanced with a modern lifestyle proposition aligned with cyclists' expectations. The data collected on the uses and knowledge of users allows the brand to develop its product and service offer as closely as possible to the needs and expectations of cyclists.

Velco is proud to partner with a major player as Shimano, after having developed very close relationships and compatibility with other main e-drive manufacturers: Valeo, Ananda, Bafang, Motinova, Polini and others to come.



“ Velco has developed a software suite for the entire bicycle value chain, starting from the motor manufacturers’ perspective. In the future, technologies such as IoT to provide new services that enhance the cycling experience will be integrated directly into the engines. The focus will then be on digital solutions, in which Velco is already investing heavily with value-added applications for every stakeholder in the cycling industry, to support this transition. Cycling professionals, mainly brands, are making an unprecedented transition to a digital and increasingly innovative market. ”

Johnny Smith, Co-founder & CMO of Velco

MEDIA CONTACT

Estelle Monnet - estelle@velco.fr / +33 6 87 93 15 00

Website - <https://velco.tech/en/>

Velco is transforming mobility for sustainability by promoting cycling. Through Velco’s IoT products and software suite, e-bikes become smartbikes and meet the needs of both riders and professionals.

With a 360° vision, Velco has created an ecosystem to interconnect the players: e-Drive system manufacturers, bike makers, brands, fleet managers, maintenance players and cyclists.

Velco increases the attractiveness of e-bikes and digitises the cycling industry to make it a sector of excellence.