



VELCO BRINGS CONNECTIVITY TO THE U.S. BIKE MARKET BY PARTNERING WITH 3 NEW BRANDS

Press release - January 2024



French leader in connected solutions for the electric bicycle industry, **Velco is accelerating its global development with the signing of three new brands in the United States**, thus initiating its entry into this high-potential market.

On the other side of the Atlantic, electric bikes are gaining ground, with the **million-unit mark passed for the first time, representing growth of 25% by 2022.**

VELCO COLLABORATES WITH QUIETKAT, FUELL & VVOLT, 3 BRANDS WITH DIFFERENT UNIVERSES CONVINCED OF THE COMPETITIVE ADVANTAGE OF CONNECTED E-BIKES.

To transform e-bikes into smartbikes, these brands have integrated the **Mobitrax GPS tracker developed by Velco**. Linked with **Velco SaaS software suite - web and mobile apps to brands and riders**, data is collected and commands can be sent to e-bikes. Smartbikes provide a differentiated e-bike offer with connected services for both riders and a brands as antitheft, direct contact between brands and riders, knowledge of product use, easier maintenance management and other key advantages for e-bike brands.

QUIETKAT - CONNECTIVITY FOR AN ADVENTUROUS OUTDOOR EXPERIENCE

#1 Hunt, Fish and Overland premium eBike, QuietKat's mission is to open up new exploration paths for **wilderness lovers**. The Lynx by Quietkat represents a **new way of experiencing outdoor adventure, to conquer city streets and backcountry trails without compromise.**

For an optimal experience, outdoor boldness and technology meet to create a **connected adventure bike**. In partnership with Velco, QuietKat now offers an **unprecedented ride, enabling cyclists to explore with safety and security**. Powered by a branded mobile application, adventurers can explore new terrain and with real-time geolocation, even the most intrepid will be able to find their way back home. Cyclists will also be able to see and save their journeys and get maintenance assistance to ensure the bike's smooth operation and their own safety. To offer short-term rental to occasional riders, Velco's API is linked with a platform dedicated to fleet management.



The Lynx, Quietkat.

FUELL - SMARTBIKES, THE COMPANIONS OF FUTURE CITY DWELLERS

Launched in spring 2019, FUELL's mission is to reinvent the **pleasure of riding**. The brand is the result of a Franco-American collaboration, that celebrates the freedom of design, engineering, distribution and innovation to change the way people get around. «**Flluid**» is a **premium connected e-bike range** with best-in-class components, a range up to 250 miles and pedal assistance up to 28 mph.

To meet the needs of future cyclists, FUELL has focused on connectivity. With its mobile app, FUELL gives cyclists access to a wide range of connected services for a **seamless riding experience offering a complete anti-theft device** (suspicious movement notification, sound alarm, power shutdown, geolocation), **maintenance guidance and statistics**. Style and peace of mind to convince more people to ride bikes.

Flluid 3, FUELL



Utility, VVolt



VVOLT - SIMPLE RIDES FOR EVERYONE WITH CONNECTED SERVICES

VVolt takes inspiration from its dynamic city environment to design **colorful and innovative e-bikes**. Convinced that tomorrow's mobility will be electric, VVolt bikes are designed to be light, agile, easy to maintain and affordable, meeting the promise of a simple and efficient ride, «**making daily transportation better for everyone**». Via the VVolt mobile app, cyclists riding the Utility series will soon have **theft-proof smartbikes**. Concerned about the lifespan of its products, VVolt app will also provide live information on component health, advices and follow-up alerts, to **support cyclists in the daily maintenance of their bikes**. Simple, efficient, sustainable and fun, all criterias of a future love brand.

Vvolt is currently crowdfunding to support accelerated brand growth. Those interested in owning shares of this innovative brand can find details at <https://www.startengine.com/offering/vvolt>



“ Velco provides a white-label mobile app to offer connected services to cyclists, but has also developed a cyclist management platform for OEMs. Brands can create and strengthen their relationship with riders to ensure satisfaction, build brand loyalty and community, and always be one step ahead of the e-bike market with an analysis and decision-making tool. ”

Johnny Smith, Co-founder & CMO

MEDIA CONTACT

Estelle Monnet - estelle@velco.fr / +33 (0)6 87 93 15 00

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

Velco transforms mobility for sustainable development by encouraging cycling. Thanks to its IoT products and software suite, e-bikes are becoming «smartbikes», to meet the needs of cyclists and professionals. With a 360° vision, Velco has created an ecosystem to interconnect all the players in the bike industry: e-drive manufacturers, bike makers, brands, fleet managers, maintenance players and cyclists. **Velco is increasing the conquest potential of e-bikes and digitalizing the cycle industry to make it a sector of excellence.**