

IT'S MY BIKE: digital emergency assistant added to anti-theft protection

Cologne, June 2021. IT'S MY BIKE will be presenting its anti-theft protection for e-bikes, its digital emergency assistant and new cooperative partnerships and projects at ZEG Click & View between 10 and 18 June. Specialist dealers will also have the opportunity to meet the team behind the service in person on Stand D14. The development, production and recovery teams are all based in Germany. Among other things, this allows them to respond quickly to customer preferences and adapt algorithms promptly, based on experiences with recovering stolen bicycles, for example.

"We have been growing continuously since our GPS tracker and its associated app premièred at the ZEG Bike Show in Cologne two years ago," states Jürgen Veith, Chief Executive Officer at IT'S MY BIKE. "And right now, I can see a great opportunity for specialist retailers to generate additional profits with our digital services," he adds, alluding to the uncertain delivery situation for bicycles, pedelecs and spare parts.

Recovery rate of 80 percent

The company's solution not only allows bicycle owners to locate their e-bike reliably and securely; owners also receive a movement alarm and are assisted by the IT'S MY BIKE team in recovering their e-bike if it is stolen. Users can simply click on the IT'S MY BIKE app to generate the police report. In 2020, the recovery rate was around 80 percent. The search and find solution also offers greater riding safety thanks to the optional emergency assistant (1.99 euros per month). IT'S MY BIKE is IoT Venture's trade brand.

ZEMO bikes with IT'S MY BIKE technology

All ZEMO bikes have been fitted with IT'S MY BIKE technology as standard since March 2021. ZEG brand customers now have the option of activating digital services in the newly developed ZEMO Smart App 2.0 for 99 euros (three years) or 149 euros (five years). ZEMO was the first e-bike manufacturer to integrate professional digital accident protection into its models as standard in cooperation with IT'S MY BIKE. The advantage for retailers is that the IT'S MY BIKE team ensures customer support for the entire service. Bike retailers do not need to do anything and can concentrate fully on their sales and workshop activities.

The cooperation partner for the emergency assistant is AXA with its WayGuard companion app. The IT'S MY BIKE technology triggers the WayGuard emergency process in the event of a fall and the control centre will then send emergency services if necessary.

Press release



IT'S MY BIKE company profile

IT'S MY BIKE is an IoT Venture GmbH brand. The company develops and markets GPS trackers which open up a new type of service world for e-bikes in conjunction with an app. IT'S MY BIKE uses the innovative narrowband NB-IoT radio standard for its products. NB-IoT provides a cost-efficient solution for the Internet of Things as a Low-Power Wide-Area Network with low energy requirements, effective building penetration and a wide range. Another advantage is that it makes use of existing networks. IT'S MY BIKE operational activities include hardware and software development (embedded systems) and the provision of the required data platform (cloud solution).

Media contact

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