

## Collaboration: IoT Venture equips Advanced Bikes with GPS trackers

**E BIKE Advanced Technologies GmbH pursues a clear vision and seeks to become the first climate-neutral e-bike brand by 2025. To achieve this target, the premium e-bike manufacturer uses recyclable materials when building its e-bikes. Sustainability also shapes their new cooperative partnership with IoT Venture. The scale-up will be fitting all Advanced Reco e-bikes with GPS trackers from now on. This smart technology makes it possible to locate e-bikes and recover them in the event of a theft.**

Using recyclable composite frames in production for Advanced Reco e-bikes reduces CO<sub>2</sub> emissions by about 68% compared with conventional aluminium or carbon frames. Advanced frames can be completely recycled thanks to their special structure consisting of what is known as composite granulate. "With us, sustainable mobility starts right from the production stage," affirms Helge von Fugler, Advanced founder and CEO. "That's why we have the frames manufactured in Germany only."

"Creating more sustainable transportation and promoting transportation transition is also one of our key objectives," states Mario Schmitz, Head of Business Development at IoT Venture. "We're proud of this partnership, which makes a major contribution to more sustainable transportation."

IoT Venture has been offering its innovative solutions to OEM clients since 2018 and also provides solutions for the end customer market under its own IT'S MY BIKE brand. Hundreds of thousands of e-bikes have already been fitted with its digital anti-theft protection solution. With Advanced, another premium brand has been added to its client base which chooses to have their e-bikes fitted with the smart technology. Installed directly in the factory, the tracking solution connects e-bikes to the Internet, enabling them to be located and recovered if they should be stolen.

## Advanced – true progress

True progress for society means keeping both people's needs and the planet's limitations in mind. We should not allow innovation to harm the environment. We are Advanced. We lead the way. As the first pure player focusing exclusively on electric bikes built in Germany, our company prioritises a pioneering approach driven by a clear vision from the very outset. We wish to be the first climate-neutral e-bike brand by 2025 and pursue the vision of a recycling economy. Circular design and exceptional technology make this goal possible.

## IoT Venture GmbH Company profile

The scale-up IoT Venture GmbH connects valuable assets with the Internet, thus making products with data smarter and capable of delivering a greater experience. The Darmstadt company's solution allows business clients to create data-based business models using data signatures. One great advantage is that IoT Venture GmbH's services include the development of hardware and software (embedded systems), provision of the required data platform (cloud solution), supply of a (white label) app, and assistance in developing brand-new digital business models with all services coming from a single supplier. IoT Venture GmbH offers its range for a wide variety of applications across different industries, primarily in the mobility and pet sectors. The first application was the IT'S MY BIKE service world for e-bikes, successfully launched on the market in 2018. A tracking solution for the pet supplies sector has formed part of the range since 2021. Since its founding in 2016, IoT Venture GmbH has grown to employ a workforce of 70. Its main office is in the German city of Darmstadt with a second location in Cologne.

## Media contact

IT'S MY BIKE - A brand of IoT Venture GmbH  
Johanna Gümpel / Marketing & Communications  
Hilpertstraße 31 / 64295 Darmstadt, Deutschland  
Tel.: +49 162 2836176  
E-Mail: [j.guempel@iot-venture.com](mailto:j.guempel@iot-venture.com)  
Internet: [www.itsmybike.com](http://www.itsmybike.com)