**Press release**
07 July 2014

**Trend for 2015:** **e-bike display with smartphone integration**
**GO SwissDrive offers new colour display and full connectivity via Bluetooth**

* **Multi-functional EVO display based on wireless data exchange with smartphones**
* **Focus on sports-oriented, technophile target group**
* **GO SwissDrive positioning itself as brand manufacturer and system provider**
* **Connective display sets the standard for the next generation of e-bikes**

**Gams, Switzerland, 07 July 2014.** **Smartphones and e-bikes are converging.** **Well-known for its product innovations, the company pressing ahead with this revolutionary development is Swiss manufacturer of e-bike drive systems GO SwissDrive AG.** **This stand-alone subsidiary of the globally active German Ortlinghaus Group will be presenting a TFT colour display bearing the name EVO at the leading Eurobike trade show to be held in Friedrichshafen, Germany, from 27 to 30 August (Hall A4, Stand 703). The device offers full Bluetooth connectivity for wireless data exchange between smartphone and e-bike, with all the potential for multi-functionality which goes with it.**

In conjunction with the high-performance rear wheel hub motor used primarily on sporty e-bikes and bikes in the fast S-pedelec class, GO SwissDrive is targeting customers looking for greater differentiation on the e-bike market. “We view the widespread tendency toward central motors as a trend which in our experience goes against the grain for many customers,” says Immanuel Seeger, Product Manager for Marketing and Sales at GO SwissDrive. “Instances from other sectors indicate that style-conscious, technophile customer groups are specifically looking for value-added features with the potential to satisfy their desire to stand out from the crowd.” It is for precisely this customer group that GO SwissDrive is offering an attractive complete package, in terms of both the powerful silent motor and the slim TFT colour display which provides full information exchange with Apple iOS and android based smartphones.

**Go SwissDrive strategy of** **brand manufacturer and system provider**

Already the e-bike system is being offered under the company’s own name for brands such as GobaX, HP Velotechnik, Electrolyte, Flitzbike, etc., as well as for other manufacturers like Specialized, for instance. The intention is to continue with this dual strategy into the future. “For us, the customisation potential for big manufacturers and brands was and remains an important aspect of the product’s development,” stresses Immanuel Seeger. “But we are also pressing ahead with reinforcing our own brand. We’re doing this with new products, in our communication with dealers and end customers and in terms of our after-sales provision, with the successful establishment of our European service centre in Wermelskirchen near Cologne.”

**Connective display sets the standard for the next generation of e-bikes**

While e-bikes usually only provide information on speed, distance covered, battery status, etc., the slim EVO display with its rubber surround offers full connectivity via Bluetooth 4.0. This means that the 3.2-inch, 16-bit colour display with its 240x320 pixel resolution can display graphics and data such as phone calls, complete with number and name, or (planned for the 2016 season) navigation directions as well. GO SwissDrive is also developing a smartphone app, which will be available when the EVO display is launched, currently scheduled for November 2014. In the future, parameters for fitness apps or a service technician will also be accessible via Bluetooth. New software is also being developed for service technicians – for reading logs, installing updates and performing customised fine-tuning. “We’re convinced that connective technology will be the new standard in the premium segment, as image-building in the case of e-bikes will increasingly depend not just on the motor and the overall design of the bike, but on the display, which is after all the immediate interface with the rider,” says marketing expert Immanuel Seeger. In addition to Bluetooth, there is of course a USB interface as well, which is attached to the docking station on the bike, offering a high-performance charging capability (maximum 5 volts, 1 A) for mobile devices.

**Intuitive use for a wide variety of information**

Optimum readability even under conditions of strong sunlight is ensured by a non-reflecting display technology, known as a transflective display, which uses ambient light as light source based on proportional reflection. In terms of what actually appears on the display, the user can choose from three different views for riding mode, as well as other screens, allowing access to smartphone functions, a wide range of statistical data or service modules, for instance. Both menu navigation and motor control are performed via an integrated control unit. The system involves clear separation into riding and standby modes so as to make operation as simple as possible, as well as to offer users wide-ranging information. Here too there is ample scope for e-bike manufacturers when it comes to customisation.

**Compatibility**
The new EVO display is downwards-compatible with the previous system.

**Technical data on the new EVO display from GO SwissDrive**
See attached PDF.

**Technical data on the GO SwissDrive drive system**

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| **Motor** |  |
| Capacity: | 250 watts/500 watts, depending on version |
| Controller and torque sensor: | Integrated in motor |
| Pedal assist increments: | 5 |
| Recuperation increments: | 2 / 3 |
| Push/Start-assist: | Yes |
| Weight/torque | 4.7 kg (250 watts up to 25 km/h) / 37 Nm5.3 kg (250 watts up to 42 km/h) / 40 Nm5.6 kg (500 watts up to 45 km/h) / 45 Nm |
| **Battery types** |  |
| Down tube:Rear rack: | 12.4 Ah, 446 Wh/15.5 Ah, 558 Wh12.4 Ah, 446 Wh |

**About Go SwissDrive**
*Since its establishment in 2011, GO SwissDrive AG, Swiss subsidiary of the globally active German Ortlinghaus Group, has made a name for itself as manufacturer and supplier of premium e-bike drive systems.* *In its production of rear wheel hub motors and their associated control electronics, GO SwissDrive benefits from more than 100 years’ experience in developing high-performing technologies to meet challenging requirements.*
*The powerful e-bike drive systems are used on leading makes of bike primarily in the sports segment, as well as on fast S-pedelecs, such as Specialized, GobaX, HP Velotechnik, Electrolyte, Flitzbike and Bulls.* *The European Service Centre at the Ortlinghaus Group’s headquarters in Wermelskirchen near Cologne ensures a quick response and maximum proximity to customers.*

**Visit us at EUROBIKE, Hall A4, Stand 703**

**Contact and further information**

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