

SIGMA SPORT® press release

Please publish. Thank you for sending us document copies and hyperlinks.



Neustadt a. d. Weinstraße, 08.05.2019

SIGMA SPORT presents the new EOX series for the e-bike market

Last weekend, SIGMA SPORT presented its first product innovation in the e-bike sector for the first time at the BIKE Festival in Riva del Garda, the season opener of the mountain bike scene in Europe. The EOX series consists of three components: the Remote 500, the View 1200 e-bike computer and the EOX app.

The EOX Remote 500 provides drive control and thanks to the six-colour LED indicator, the most important information such as support level and battery status are always in view even without a display. In addition, the Remote has Bluetooth, so it can be coupled not only with a heart rate sensor, but also connected with the ROX series from SIGMA SPORT.

The EOX View 1200 e-bike computer displays a wide range of e-bike-specific values as well as all classic bike computer data. In conjunction with the EOX app, the display can also render turn-by-turn route instructions from komoot. The sensor-controlled backlight and the segmented FSTN display show all data in all weather conditions and at any time. With its sleek design, various handlebar or stem mounting concepts are also possible.

The SIGMA EOX app complements the series with further diverse functions. Travelled routes can be recorded with the smart phone app and then saved. Statistics provide users with an attractive overview of the most important data of their recorded activities. The connection to third-party portals, such as Strava and komoot or other social networks such as Facebook and Twitter, make it possible to share the activities with others. In addition, settings can be made on the EOX Remote 500 and the EOX View 1200. A highlight: the customised design of the individual views on the EOX View 1200.

SIGMA SPORT has created the "E-Mobility" division for the new trends and future topics, which, as Sales Director E-Mobility, Mike Dietz has been decisively shaping and managing since March this year with his industry expertise. "Of course, SIGMA SPORT has not lost sight of the fact that topics such as e-bike and micromobility are becoming increasingly relevant. Because the topic of e-mobility is increasingly coming to the fore even beyond the bicycle industry as a

Press contact:
Larissa Brandenburger

Tel.: +49 6321 9120 159

E-mail: larissa.brandenburger@sigmasport.com

SIGMA-ELEKTRO GmbH • Dr.-Julius-Leber-Straße 15 • D-67433 Neustadt

www.sigmasport.com



fall out of political debates about CO² limits, urban densification and increasing environmental awareness. Therefore we've been working hard on a holistic solution that adds value to e-bike manufacturers and end users. And we did that in the first step with the EOX series," explains Mike Dietz and gives the prospect that "the subject of e-mobility will occupy us even more in the future and we will work on further innovative solutions".

Cooperation partners such as BMZ and Sachs Micromobility are already using the EOX series from SIGMA SPORT, so that e-bike models will be equipped with the components from spring 2020 onwards. Further collaborations with well-known providers of e-bike drives are already in progress.