



## Stronger than ever: SIGMA kicks off the biggest product campaign in company history by presenting new GPS bike computers.

Forty-five new products in twelve months: SIGMA starts a large-scale product campaign in 2021, re-orienting its brand to the future. The product launches start with ROX 2.0, ROX 4.0, and ROX 11.1. EVO, new GPS bike computers from the ROX family.

**Neustadt an der Weinstraße, 10 June 2021-** SIGMA is adding new models to its range of ROX GPS bike computers. This signals the start of the largest product campaign in company history. ROX 2.0, ROX 4.0, and ROX 11.1 EVO all feature a number of functions to support recreational and professional bikers on their tours and during training. Navigation capability and precise, readable ride data allow efficient training management and help bikers find the best routes. Data can be analysed with the newly developed RIDE app, which is available for download in July.

"Bike accessories have changed a great deal over the past few years. A number of new technical capabilities have been added, presenting us with new challenges," says Thomas Seifert, SIGMA's managing director. "We have taken this opportunity to fundamentally re-orient the company and take a big step into the future. At SIGMA, we are becoming younger and more international. In the long term, we want to be the best bike accessories brand in the world." "We can rely on our strengths to help us achieve that," adds Managing Director Robin Schendel. "Almost 40 years of experience in developing and using bike computers and lighting are the core of our brand. On top of that, we have outstanding development expertise, great flexibility, and, above all, passion and team spirit. Given this foundation, we have developed lots of interesting, competitive products, and we are stronger than ever." The SIGMA team has invested a great deal of work, energy, and passion in new innovations over the past few months. The focus has been on bike computers, GPS, lighting, apps, and e-bikes. The new members of the ROX GPS family will be the first to be introduced.

### ROX 2.0: Keep it simple!

The ROX 2.0 GPS bike computer is perfect for all those recreational athletes who use the essential advantages of a GPS bike computer, but don't want to spend much for one. It has 14 functions, such as displaying speed, distance, training time, and navigation information. Ride data can be read easily on the large display, even during a ride. The top data field is surrounded by the Red Circle, which behaves differently for each different function, making training data display innovative and easy to read. The bike computer can be connected to the komoot app on your smart phone. Navigation instructions are thus shown directly on the display, allowing the rider to keep his smart phone in his pocket and hobby bikers to focus entirely on biking. Use the SIGMA RIDE app to track your ride data and analyse them at any time. The RIDE APP can be used to set display views with just a few clicks during rides. The bike computer's memory allows up to 100 hours of data to be recorded. The ROX 2.0 is e-bike-ready and can be easily connected to many e-bike systems, such as Shimano. If it is connected with a compatible e-bike system, its display shows the current assist mode, battery status, and light and other data.



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### **ROX 4.0: Discover the world!**

The ROX 4.0 has over 30 functions, offering everything you need on a ride. The large display is extremely easy to read, even when the bike is moving. The special Red Circle on the upper right corner of the display is highlighted in colour and offers bikers innovative, interesting training data display. The ROX 4.0 bike computer shows navigation information and connection to an e-bike and to external sensors for such items as heart rate and cadence as a matter of course. It can be connected to the app on your smart phone, which then sends turn-by-turn navigation to the ROX 4.0. Your smart phone can therefore stay in your pocket during the bike tour. A true highlight is the integrated air pressure sensor. It uses barometric readings to provide bikers with reliable information about altitude and determine inclines and declines, allowing activity to be recorded precisely. Use the RIDE app to track your ride data and analyse them at any time. The app can be used to set and adjust display views quickly, even during rides. The memory can store up to 100 hours of data. Combined with an extra-long battery life (up to 25 hours), this makes the ROX 4.0 an ideal companion for even extended tours..



### **ROX 11.1 EVO. Small. Versatile. Strong**

Whether you are trying for a best time or maintaining your fitness level, the ROX 11.1 EVO is the perfect training partner. Its more than 150 functions provide reliable support and guidance so that athletes can focus completely on their performance. Its scope of function includes tracking speed and distance with GPS, measuring barometric altitude, navigating with Track or komoot, and compatibility with e-bikes, smart trainers, and external sensors. Navigation information and ride data can be read very easily on the 1.77-inch transmissive colour display thanks to its outstanding contrast. The ROX 11.1 can be used on multiple bicycles. For this, bikers can use the pre-set sport profiles or create their own training views, each with up to six data fields. They can be highlighted in up to eight different colours, allowing a better overview and even quicker readability. The workout function allows easy training unit planning and execution. The five large operating buttons are easy to recognize and can be operated without difficulty, even with gloved hands and in all weather conditions. Up to 100 hours of riding time can be stored on the bike computer. Ride data can thus be called up quickly at any time on the ROX 11.1 EVO, the RIDE app or, after training, on your PC or MAC in the SIGMA DATA CENTER. This provides a perfect overview of training values and progress. Its sporty, compact design, innovative colour display, numerous features, and ease of use make the 55-g ROX 11.1 EVO a must-have.





### Embark on an adventure with the SIGMA RIDE app

The RIDE app combined with the new ROX models provides seamless interaction of bike computer, training data, and smart phone. During a ride, live training data and the travelled route can be tracked at any time. The training views can be set and modified intuitively and quickly with the RIDE APP, even when the bike is moving. After training, all training data appear immediately in the app and can be further analysed. This allows events and achievements to be shared quickly in Strava, komoot, and TrainingPeaks and training data and tracks to be synchronised with third-party providers. The RIDE app can import tracks flexibly from other portals as .GPX files. SIGMA tracks, such as those created in the SIGMA DATA CENTER, can be synchronised in the RIDE app via the SIGMA CLOUD..



**For sale starting in July ( ROX 2.0 and ROX 4.0) and autumn 2021 (ROX 11.1 EVO)**

**The new ROX models are available in shops at the following RRP:**

**ROX 2.0:** from € 69.95

**ROX 4.0:** from € 89.95

**ROX 11.1 EVO:** from € 169.95

| Article                       | Number | Price (RRP) |
|-------------------------------|--------|-------------|
| ROX 2.0 Black                 | 01050  | 69,95 €     |
| ROX 2.0 White                 | 01051  | 69,95 €     |
| ROX 2.0 Top Mount Set Black   | 01052  | 74,95 €     |
| ROX 2.0 Top Mount Set White   | 01053  | 74,95 €     |
| ROX 4.0 Black                 | 01060  | 89,95 €     |
| ROX 4.0 White                 | 01061  | 89,95 €     |
| ROX 4.0 HR Set Black          | 01062  | 129,95 €    |
| ROX 4.0 HR Set White          | 01063  | 129,95 €    |
| ROX 4.0 SENSOR Set Black      | 01064  | 189,95 €    |
| ROX 4.0 SENSOR Set White      | 01065  | 189,95 €    |
| ROX 11.1 EVO Black            | 01030  | 169,95 €    |
| ROX 11.1 EVO White            | 01031  | 169,95 €    |
| ROX 11.1 EVO HR Set Black     | 01032  | 199,95 €    |
| ROX 11.1 EVO HR Set White     | 01033  | 199,95 €    |
| ROX 11.1 EVO SENSOR Set Black | 01034  | 249,95 €    |
| ROX 11.1 EVO SENSOR Set White | 01035  | 249,95 €    |

Photos, videos, and other information about ROX 2.0, ROX 4.0, and ROX 11.1 EVO can be found in the [press area](#).