

E-Bike Days Munich 2019: blubrake premieres integrated ABS into the e-bike frame. Reliable, invisible and universal.

Blubrake presented its innovative native e-bike ABS at E-Bike Days which took place in Olympiapark in Munich, Germany, between May 24 and 26. Both industry professionals and enthusiasts were given the opportunity to test the only ABS on the market that integrates seamlessly into bike frames, making it totally invisible.

Reference hashtag: #blubrake #ebike #ABS #ABSforEbikes

Last weekend the e-bike world came together at Olympiapark in Munich, Germany, for E-Bike Days, an international expo that saw more than 300 electrically-assisted bike brands unveiling their new models and revealing the latest trends. This also provided the perfect backdrop for the world premiere of blubrake's innovative ABS (anti-lock braking system) which boosts reliability and grip under hard braking, by preventing the front wheel from locking, thereby avoiding potential falls.

"Our ABS is the future of light electric mobility and we are certain that it will become the benchmark for e-bike brands on the market, particularly for companies that prioritise guaranteeing maximum safety," declared Fabio Todeschini, general manager of blubrake. "We are delighted to have presented the blubrake ABS both to industry professionals and enthusiasts alike at E-Bike Days in Munich".

Innovation is our foundation

blubrake is a business that makes and sells an innovative ABS that prevents front wheels locking and thus facilitates controlled braking of e-bikes. Having identified and developed a technology with unique features in the e-bike world, blubrake presents the lightest ABS now available on the market that can also be completely integrated into the bike frame, making it invisible. The system is also universal as it is compatible with all electric systems and hydraulic brakes on the market. A startling innovation that aims to deliver a pleasurable and, most importantly, safe experience for users of e-bikes of all kinds, from mountain bike to city bike, from cargo to the trekking versions.

Safety first

Safety is one of the key features of blubrake's ABS because it slashes the risk of falls when braking. E-bike road accident statistics show that 60% of falls occur when braking and this is highly significant given the high speeds that assisted bikes can reach. In most instances, the accidents happen when the front wheel locks after the rider suddenly applies the brakes and then loses control of the bike. The blubrake system helps to reduce the number and severity of such dangerous situations by preventing the front wheel from locking and the rear wheel from tipping up. An authentic revolution in cycling safety as the ABS improves overall stability and manoeuvrability of bikes in even the most extreme situations such as sudden stops on wet, slippery surfaces or dirt tracks.

blubrake: components

The blubrake ABS comprises four main elements: an electro-hydraulic actuator, which connects to the e-bike's braking system, a control unit connected to the battery, a speed sensor, which monitors speed 100 times a second, to anticipate any risk of wheel lock, and a user interface which displays the main system information.

The control unit uses sophisticated algorithms and the highly accurate speed sensor to monitor the e-bike's dynamics and pinpoint any potential risk situations that might occur in sharp braking. In such instances, the blubrake ABS intervenes to smoothly and consistently control the hydraulic pressure in the front brake. This guarantees smoother braking, greater stability and manoeuvrability, reducing the likelihood of accidents and the bike flipping.

This sophisticated integration of different technologies is the result of the experience and determination of a multidisciplinary team of engineers and product designers who have succeeded in creating a solution that looks set to become the new market benchmark in e-bike safety.



About blubrake

blubrake is an innovative Italian company that has developed the state-of-the-art ABS for e-bikes. blubrake's goal is to create an absolutely safe and enjoyable cycling experience thanks to an invisible ABS integrated into the bike's frame which only intervenes when necessary. The company is part of the e-Novia group and is the result of the experience and determination of a multidisciplinary team of engineers, product designers, and marketing and communications experts.