

Bulls chooses blubrake to equip its e-bikes with ABS system

The German company Bulls presents four e-bike models equipped with blubrake, the innovative and invisible anti-lock braking system developed for e-bikes. The company part of the ZEG group anticipates the market's need of innovative solutions for the safety of cyclists.

Reference hashtag: #blubrake #ebikes #ABSforEbikes

Bulls, a reference brand in the off-road cycling sector, has announced at the recent ZEG Bike Show in Cologne, a new ABS system. The German company has therefore chosen to equip four e-bike models from its 2020 collection with the blubrake ABS solution, the innovative front wheel anti-lock system that can be fully integrated into the frame, created specifically for e-bikes. The announcement took place last weekend at the exhibition event organized by the German association ZEG, which involves 960 independent bicycle sellers.

There are four Bulls models with blubrake ABS, divided into two categories. The Iconic Evo TR3 ABS and the Adventure Evo AM TransAlp ABS, which are hybrid solutions for those who love off-road but also want to ride in town, followed by two further high-tech solutions: the Copperhead Evo AM 3 ABS and the Aminga Eva TR3 ABS with a double suspension e-mtb ideal for long distance mountain hikes.

"We are particularly satisfied with the adoption of a highly innovative solution such as the blubrake ABS system in our 2020 range - comments Hendrik Gehring, Product Manager at Bulls - it is an important strategic choice for our new models because we wanted to anticipate the market regarding safety offering new and increasingly efficient e-bikes, which will certainly become central in the up coming seasons".

The first Bulls bikes with blubrake ABS will be presented at Eurobike, the international cycling fair held in Friedrichshafen, and the first models will be available in stores at the beginning of 2020.

"The partnership with a prestigious brand like Bulls clearly shows that the safety of e-bikes is on the producers' agenda - underlines Fabio Todeschini, general manager of the blubrake - and that companies are looking for innovative and reliable solutions".

The blubrake solution is based on an ABS (anti-lock braking system) for e-bikes braking systems, and has a unique feature: the ABS is perfectly integrated into the bike frame and is completely invisible. Thanks to blubrake technology, the experience of driving an e-bike becomes more pleasant and guarantees extra safety: from the mother who takes her child to school to the athletes who ride along mountain paths on their own e-mtb, from the manager who has to cycle through the city traffic to get to work - for every user an ABS system is a true advantage. Since 1995, the year Bulls was established, the company has always been renowned for innovative solutions in off-road cycling, and being the first in the market to equip a number of models in its collection with the blubrake ABS system clearly shows its desire to affirm itself as an international reference brand.



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.