

## E-cargo bikes to get ABS: blubrake presents first dedicated cargo bike system

*Blubrake has just showcased the versatility and efficiency of its innovative ABS for power-assisted cargo bikes at the International Cargo Bike Festival in Groningen (Holland), the leading event of its kind in the world. These bikes are the new frontier in light transport and safety is a huge focus for manufacturers. This makes the blubrake ABS the perfect choice as it guarantees exceptional control when braking even with the heaviest of loads.*

*Reference hashtag: #blubrake #cargobikes*

Last weekend, Groningen in Holland played host to the International Cargo Bike Festival, an annual event at which the sector's leading brands present their new products and highlight the latest trends. Dubbed the world's cycling capital, the Dutch city is the ideal location for showcasing all the innovations from the world of the cargo bike. The latter have huge potential for development because they tick such a wide array of boxes when it comes to transporting both people and goods. The rise of power-assistance has also helped the segment expand still further, with leading e-bike technology brands also getting involved. This is why blubrake, one of the world's leading electric bike companies and the inventor of the world's first ABS (anti-lock braking system) for cargo bikes, had to be there. The Italian business's system is both safe and reliable, helping to avoid the front wheel (or front wheels depending on the type of vehicle) locking and the bike skidding – the biggest risk for cargo bike users, particularly if they are carrying heavy loads.

With the advent of electric bikes, the cargo world quickly took on an increasingly important role in the sustainable urban mobility sector, both in terms of people and goods transport. Power-assistance has become hugely popular because of its ease and convenience but this also created the need to focus on improving safety as cargo e-bikes can reach quite high speeds.

"blubrake's mission is to create technologies that guarantee maximum safety for e-bikes of all kinds," declared Fabio Todeschini, general manager of the brand. "This is why we had to be at the International Cargo Bike Festival: we are absolutely confident that the blubrake ABS will revolutionise the cargo world also as it guarantees superb safety in all kinds of situations and is currently the only system of its kind of on the market designed specifically for cargo bikes. The latter are complex bikes with unusual dynamics and come in two, three and four-wheeled versions. The loads can be either at the front or back and this proved a major challenge for the engineers at our R&D centre. But we still succeeded in creating a high tech product that we believe will become a must for all cargo e-bikes in the future".

The blubrake ABS is made up of four key components: an electro-hydraulic actuator, which is connected to the e-bike's braking system, a control unit connected to the battery, a speed sensor which monitors speed 100 times a second for any possible wheel lock risks, and a user interface that displays all the main system information.

The control unit uses sophisticated algorithms and highly accurate speed sensor readings to monitor the e-bike dynamics and pick up on any possible risks that might arise if the cyclist is forced to brake sharply. If this happens, the blubrake ABS intervenes and continuously controls the hydraulic pressure of the front brake to guarantee smoother braking, making the e-bike much more stable and easier to handle, which in turn reduces the risk of accidents and the bike flipping over.

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



### 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.