



blubrake: the ABS system for e-bike

This ABS (anti-lock braking system) was developed by blubrake, a hi-tech company that operates in the field of electric mobility. The system is completely innovative: the ABS can be perfectly integrated into the bike's frame and is invisible, universal and reliable. Thanks to blubrake technology, riding an e-bike improves dramatically, in terms of the safety of every road user.

Statistics show that more than half of the road accidents involving e-bikes occur when riders brake, and this is even more significant when we consider the high speed that models can now reach. Fabio Todeschini, who is blubrake's general manager, had first-hand experience of this when he was still an engineering student at Milan's Politecnico University. One morning he nearly fell on the cobblestones after having to brake suddenly when the driver of a car made an unexpected move. This prompted him, together with a multi-disciplinary group of engineers and designers, to create the 'ABS blubrake, an anti-flipping over and anti-locking system of the front wheel for e-bike.

blubrake is an all-Italian reality, founded in 2015 and based in Milan: the company was born in the innovation cluster of e-Novio, an enterprise factory that produces highly technological and innovative solutions in the fields of mechatronics and alternative mobility. Today it is largely dedicated to the production and marketing of the first ABS system for e-bikes. It's an innovative solution that offers a range of original characteristics in terms of e-bikes. The blubrake ABS is compatible with all the electric systems and hydraulic brakes that are currently on the market and can be completely integrated into the frame of every e-bike model: MTBs, all-road, urban, trekking and even cargo bikes.

This is a genuine revolution in terms of safety on two wheels, thanks to a device that can improve general stability and manoeuvrability. This is true even in the more challenging moments, such as when the user needs to brake suddenly on a slippery surface or a dirt road. In most cases accidents happen when the front wheel blocks after the brake lever has been pulled abruptly, and this causes the rider to lose control. This can be very dangerous, but the blubrake ABS system makes it far less so, by reducing the braking distance while at the same time preventing the sudden blocking of the front wheel and the lifting off of the rear one.

Blubrake's mission is therefore quite simple: to make the future of light electric mobility safer by introducing a high-performance, high-quality ABS system for e-bikes that can become a new point of reference for companies that want to offer riders the best possible experience.

Most important awards

2017 - Global Business Exchange MI NYC
 2017 - Gaetano Marzotto Award
 2018 - Intesa Sanpaolo Innovation Center Award
 2018 - Horizon 2020
 2018 - Otec «Overseas Talent Entrepreneur Competition» Award
 2019 - Eurobike Award

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-Novio group and is the result of the experience and determination of a multidisciplinary team of engineers, product designers, and marketing and communications experts.