Porsche Digital launches digital services for urban mobility with Cyklær

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26/08/2021 With the new Cyklær brand, Porsche Digital is expanding its product portfolio and is addressing new digital business models in the field of urban mobility.

The goal is to build a platform that offers digital services for the cycling experience. At the launch of Cyklær, the subsidiary of the Stuttgart-based sports car manufacturer is bringing these services to life on a sporty e-bike that offers its riders innovative software solutions. The Cyklær bike, developed with partners Storck, Greyp and Fazua, combines a timelessly designed carbon frame, high-quality components and integrated sensors, such as a front and rear camera.

“The e-bike really utilises the possibilities offered by digitalisation. It is sporty and light and, thanks to its e-drive, also ensures a comfortable ride to work. In addition, riders can enjoy a host of benchmark-setting features that will continue to be further developed by us in the future - with their cooperation,” says Florian Rothfuss, Head of Customer Innovation at Porsche Digital. Bicycle manufacturer Storck and component manufacturers Greyp and Fazua are providing support in the design, construction and sales of the bike.

Platform for digital solutions around the cycling experience

A number of digital services can be used via the user's own smartphone and the Cyklær app. One example is the rear camera function, which enables the cyclist to access a digital rear-view mirror, increasing their safety on the road. In addition, features such as navigation, video recording and location services are also available. An inductive charging pad on the handlebars ensures riders can charge their smartphone while driving, which is particularly useful for longer journeys. These functions are constantly updated and expanded via so-called over-the-air updates. Riders also have the opportunity to help decide which new digital services will be available in future.

The Cyklær bicycle is the first step of Porsche Digital into this promising and fast growing market. Further digital offerings related to the cycling experience will follow and will be merged into the Cyklær platform. The goal is to make cycling as a whole better connected, safer and more comfortable for every rider. Further product information can be found on www.cyklaer.de. Interested customers can also order on the website. The official Cyklær brand and e-bike presentation will take place at the Eurobike trade

fair in Friedrichshafen from September 1st to 4th, 2021.

Porsche Digital GmbH

Porsche Digital is the technology and digital unit of the Stuttgart-based sports car manufacturer. Its central task is to find and scale new digital business models and optimize existing products. To this end, the subsidiary of Porsche AG develops digital products and services, designs technologically excellent industrial solutions and is a driving catalyst of change in the start-up ecosystem.

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