



The all new electric leisure transport brand

USD 0.24 billion

Market Overview

The UK e-bike market was valued at **USD 0.24 billion in 2021**, and it is expected to reach USD 0.44 billion by 2027, projecting a CAGR of 10.56% during the forecast period.

Why are Electric Bikes becoming more popular?



- Affordable private transportation due to high fuel costs, costly and unreliable public transport.
- Low cost transport option for low income individuals
- Clean air, clean energy
- Portable, lightweight, foldable designs
- Quick and convenient for medium journeys.
- Ideal for leisure as well as a means to work or shop
- Easy to park in built up areas
- Healthy living
 - By not having to put as much effort in, getting from A to B becomes a lot easier.
 - From being able to tackle hills without breaking a sweat, to carrying more shopping without the pedals feeling like lead.
 - Electric bikes aren't just for lazy folks or those who are unable to cycle as vigorously – it's all about making life easier.



Types of e-bike

- **Folding bikes** – A solid choice everyday and for city commuters. The foldability makes them perfect for storage when not in use, ideal for park and ride, leisure and commuting.
- **General road** – used most days, more expensive, bigger. Require a safe storage solution when not in use.
- **Cargo** – normally used for carrying goods, shopping, young children, and so on.
- **Mountain bikes** – like road bikes, do exactly what they say on the tin. Now, even brands like Harley Davidson are entering the mountain e-bike market. Require a safe storage solution when not in use.

Class of e-bike

- **Class I E-bike.**
 - Pedal assist only
 - No throttle control
 - Restricted to 25 km/h
- **Class II E-bike.**
 - With press button control
 - Restricted to 25 km/h
 - Maximum 250 Watt motor
 - Over 14 years of age can use it
 - Classified as a bicycle
- **Class III E-bike.**
 - Pedal assist only
 - No throttle control
 - Maximum 45 km/h
 - Requires a speedometer
 - Generally 400 Watt motor
 - Classified as a moped

People use electric bicycles for different reasons, the biggest ones of which are related to speed, fitness, money, and the environment.



- According to a survey conducted by Transport of London, 28% of e-bike riders bought their e-bike as a substitute for a car.
- According to the same survey, a study found that completing a journey on an electric bicycle was 21% faster than on a traditional bike on average. A government survey in Copenhagen—where 62% of people ride a bike to work, school, or university—found that 49 percent of people said that their main reason for cycling was because it was faster.
- According to Mordor Intelligence, some of the most common reasons for embracing e-bikes are the health and environmental benefits, reduction in costs, avoidance of traffic jams, and the increase in demand for e-bikes as sports equipment among youth.

People use electric bicycles for different reasons, the biggest ones of which are related to speed, fitness, money, and the environment.



Studies, research, and surveys conducted around the world show that people in different countries have similar reasons for purchasing and riding e-bikes. They allow them to commute faster and with less effort, as well as to continue riding well into old age.

- Halfords reported that it sells 65% of its electric bikes to those aged over 55. It means old age is one of the primary reasons why people consider riding an e-bike.
- Another study found that replacing car trips was mentioned by almost 65% of respondents as one of the main reasons for purchasing an electric bike.
- An Australian study concluded that 60% of respondents to an online survey said that replacing some car trips was the main reason for purchasing an electric bike. This was followed by 49% of respondents who said that they were motivated by being able to ride with less effort.



Brompton



Brompton Non Electric Folding £1350 to £1415
Cobalt Electric Folding £1499

Brompton Electric Folding £2899
Cobalt Electric Folding £1499

Not disc brakes

Ugly overall design

No lights

No rear rack

Poor battery design and execution/
not lockable

Ugly spoked wheels not alloy look

High price point



Not disc brakes

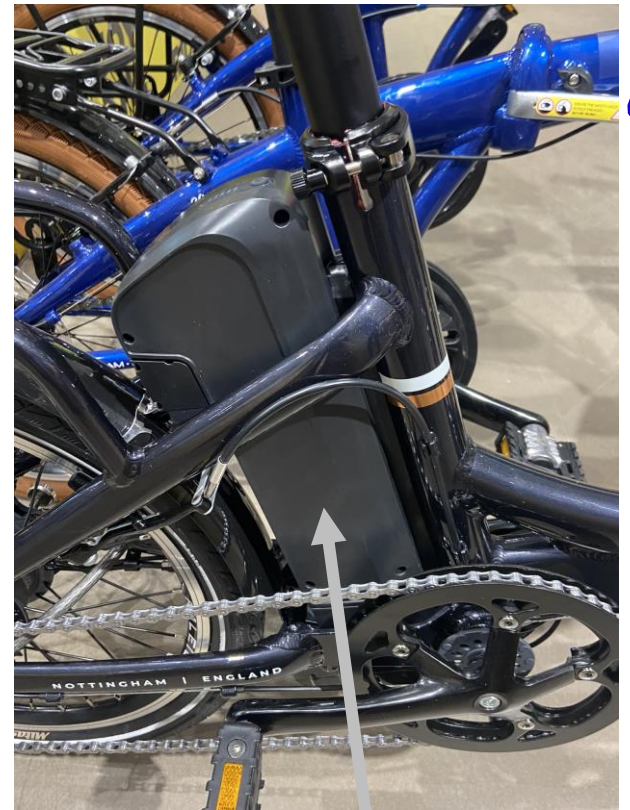
Raleigh



Ugly overall design

No rear light

Raleigh Electric Folding £1699
Cobalt Electric Folding £1499



Ugly spoked wheels not alloy look

Poor battery design/
security



Various un branded in Evans and Halfords Ave price £1099- £1199



Ugly overall design, cheap construction (not magnesium alloy frame), poor spare parts availability, poor quality welded joints and hinges



No lights

Heavy front wheel steering

Not high performance disc brakes



Ugly spoked wheels not alloy look

Poor battery design/ security





We specialise in folding, compact e-products. Ideal for the leisure, holiday market or for carrying onto public transport. Great for when stowage is needed and for people with limited storage space.

Moving forward with Cobalt

The Future is folded



Cobalt Ebikes are designed with convenience and practicality in mind, as well as providing an environmentally friendly solution to your travel needs.

Our Ebike is positioned at the mid to high end of the market, due to its innovative design and high quality craftsmanship.

Our Ebike is not just a bike, it is a compact, foldable Ebike allowing owners to store it in motorhome lockers, caravans, tents and also for off grid enthusiasts. You can take on buses, trains and in cars or taxis, making it easy to do full travel or provide transport for the last distance from your preferred parking space to your end mile.

At just 18kg, the foldable Ebike can be even carried in a bag allowing for easy transportation. Taking up less than one cubic metre, it can be stored in small spaces. On top of that, just click out the battery and charge it easily at home, away or in the workplace so you always have enough charge!

Get going and enjoy the outdoor life with a Cobalt Ebike.

The Challenge



Difficult to store

Most E Bikes on the market are very awkward to store due to their size, and often not suitable for storage at home or in motorhomes.



Post Covid-19 travel

Since the outbreak of Covid-19, the world has been looking at what the new world will look like, particularly when public transport is crowded, when the great outdoors needs to be accessed simply and quickly. E Bikes will allow for socially distanced enjoyment and transportation.



Environment friendly options

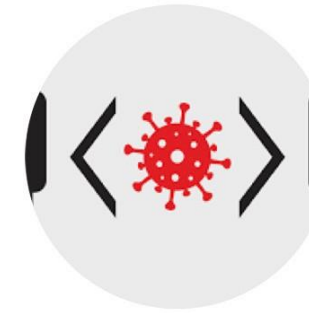
The modern day consumer is aware of their carbon footprint and is looking for environmentally friendly, yet convenient modes of transport.

The Solution



Easy to store

Our E Bike folds up easily into a very compact size, making it easy to fit within confined spaces such as a cupboard, a car boot, caravan, motorhome, lockers or under a desk.



Social distancing safe

Cobalt allow people to either avoid public transport altogether or switch to our E Bike to complete parts of their journey, even for an outdoor, enjoyable, safe, experience.



Environmentally friendly

Cobalt are electric and therefore contribute significantly less to carbon emissions compared to fuel powered vehicles. Such as conventional scooters and cars

USPs



Compact

The bike folds to a cubic volume of 0.084m³, which is less than a Brompton Bike at 0.089m³. This means it is TFL approved to be taken on all forms of public transport.



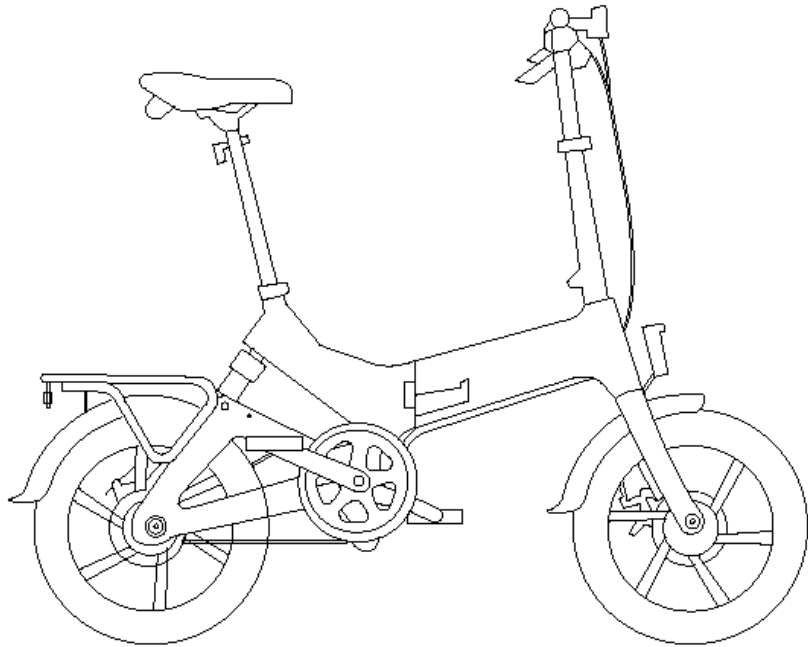
Gift box Dimensions 840x400x680mm

Portable

Once folded, it can easily be stowed away in rear motorhome lockers, or carried on to public transport. It's the idea product for quick, clean transportation from your parking site to your end goal.



E Bike Specifications



Motor	250w brushless
Wheel size	16 inch
Voltage	36v
Brake system	Disk
Charge time	2-3hr
Range	45-60km
Frame	Aluminium alloy
Top speed	25km/h+
Torque	50-60 Nm
Battery capacity	7.5 Ah
Colour availability	Grey/Black/Red/Yellow/Orange
Weight	18kg
Display	LCD
Charging point	USB
Battery	Detachable

Accessory ideas



Storage bag



Battery



Bag



Smartphone cover



12V charger



Bag

E Bike Service Network





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