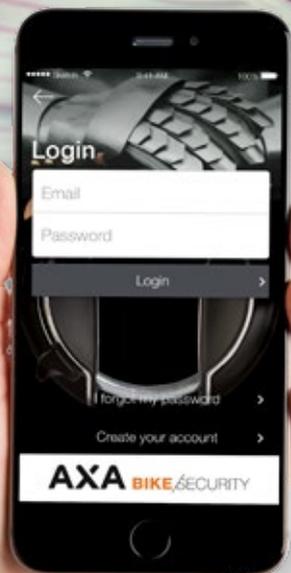


**AXA** BIKE SECURITY



**AXA connect**<sup>®</sup>  
MAKING CYCLING SMARTER

# AXA connect<sup>®</sup>

## MAKING CYCLING SMARTER

Locking your bike with a traditional lock will always be necessary, preferably with 2 different locks. This is always the first line of defence against theft. But in addition to the tried and trusted way, there is now also a smart solution, AXA Connect module. AXA has developed the module in collaboration with Conneqtech. It's now possible to stay in contact with your bike via your smartphone.

## How does it work?



### GPS signal

The module in the bike receives the GPS signal via satellite links.



### GPRS connection

The module creates an internet connection from the bike via GPRS.



### Internet server

The module sends the location to an internet server which stores the data.



### AXA Connect App

The consumer can see, among other things, the location of his bike in the AXA Connect app.

## What are the benefits?

### The benefits for both bike manufacturer and bike shop

- Customer data is displayed in the dashboard.
- The ultimate way to stay in contact with your customers.
- Very targeted services can be offered, such as maintenance and insurance.
- Customer targeted promotions.
- By analysing the collected data, future decisions or investments can be based on actual information.
- By staying virtually in touch, your customer will be dropping in to the shop more often. These are perfect upselling opportunities.

# Connected Bike

## KNOW EVERYTHING ABOUT THE BIKE

The AXA Connect app offers various different functions. The Track & Trace function in the app provides the exact location of the bike.

### Functionalities

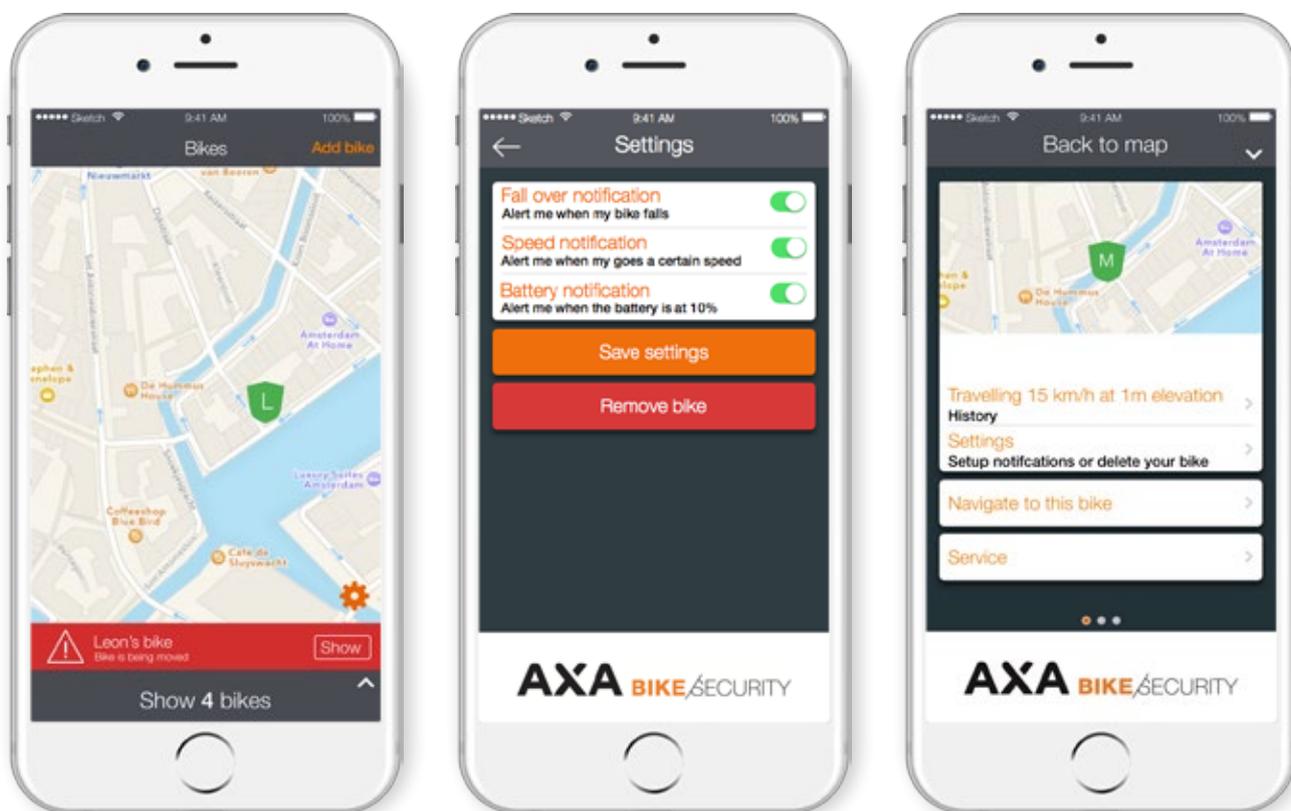
In addition to the Track & Trace function, there is also AXA Alert. This puts a virtual fence around the bike using geofencing technology. As soon as the bike is outside that area, is moved or falls over, the owner receives a notification. Furthermore, you'll get a warning if the bike is travelling faster than 50 km/h. You can assume in that case that the bike has been taken and is being transported on a trailer or in a van.

### Cycling Fun

Besides the bike security options, there are also a number of fun items. The number of kilometres ridden, the number of calories burned and the CO<sup>2</sup> emissions savings. These items can all be shared via social media. With the AXA Family Care you can add bikes from the whole family. The parent will receive a message when the child has arrived safely at school.

### Your own app

The module and the app can of course be set up per brand and designed to suit any style.



# Connected Customer

## STAY IN CONTACT WITH YOUR CUSTOMER

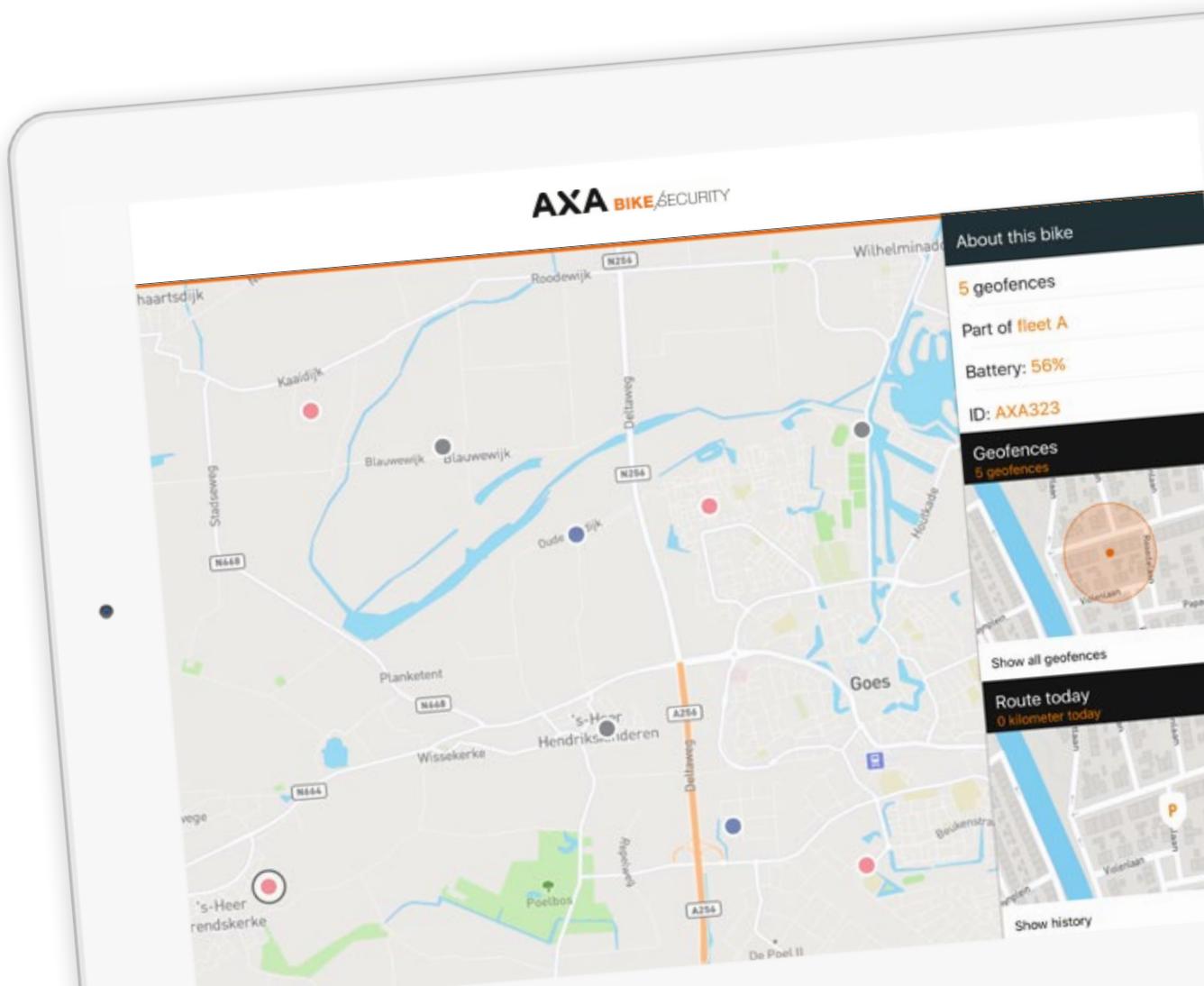
Further development of the module is in full swing. The information which is now being collected from the consumer is of course very interesting for manufacturers. This offers a wealth of opportunities to stay in contact with customers, to offer advice and additional services quickly and easily.

### Dashboard

The dashboard includes information such as the distance ridden by each bike. A message can be easily sent via the app that maintenance is required or that the tires need to be replaced.

### Future

It'll also be possible to send future software updates via the system or to offer a bike insurance quote. Customer convenience and additional revenue for you. In addition to offering these additional services, it will be useful for gaining customer feedback on the quality of the bike. How often is the battery being charged? What is the reading of the temperature sensor? The performance of customer satisfaction surveys is also one of the future possibilities.



# Winner

## BIKE INNOVATION AWARD 2016

At the beginning of 2016, the first joint project with the AXA Connect module and Sparta was launched and in the course of the year more will follow. We are extremely proud to announce that this project has won the Bike Innovation Award!

The jury particularly praised the connectivity aspect and sees many applications for this innovation in the future. "With this contemporary development, AXA Bike Security has successfully created an online connection between the owner and his bike."



## Getting Started

### 5 STEPS TO AXA CONNECT

Are you curious and would you like to try out AXA Connect?

Follow the steps below:

**1**

Order the starter kit from your local Sales Manager.

**2**

Download the AXA app in the Apple App Store or Google Play store.

**3**

Connect your smartphone to the module via the app.

**4**

Start with the demo to explore all the possibilities of the app.

**5**

Enthusiastic? Please contact us to set up a pilot project.

#### **Pilot project**

In a pilot project we'll work with you to explore how best to connect your bike with the module. In addition, we'll look at how you want to link to this data and use it. Depending on your preferences and requirements, we could get your pilot project and app live within 2 months!

#### **Interested?**

If you'd like to know more about AXA Connect, please contact your local Sales Manager or our sales team on +31(0)318 - 536 222.

# AXA Bike Security

AXA Bike Security is inextricably linked to cycling culture. For more than 110 years, the company has made every effort to optimally protect the cyclist and the bike. As a real bike fan, AXA Bike Security knows exactly what cyclists need to safely and confidently take to the road. Our developers transform the latest preferences and developments into user-friendly, sustainable products. And thanks to our own production facilities in Europe, AXA can always guarantee consistent high quality. This way AXA contributes to the safety and pleasure of the growing worldwide group of people who embrace the bike as a healthy and sustainable means of transportation.

See our complete assortment on:

**[www.axabikesecurity.com](http://www.axabikesecurity.com)**

AXA CONNECT IS POWERED BY



**CONNQTECH**

CONNECTING MACHINES

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