

Darmstadt, 20 March 2025

IoT Venture and Decathlon make your bike secure: digital anti-theft from March 2025

IoT Venture GmbH, one of the leading providers of IoT solutions in the bicycle sector, announces its partnership with Decathlon, one of the world's largest sporting goods manufacturers and retailers. Together, the companies will offer customers in Germany innovative digital anti-theft protection for e-bikes from 20 March 2025.

The partnership allows customers to equip their bikes with the state-of-the-art IT'S MY BIKE GPS tracker when buying, servicing or ordering repairs in all German Decathlon shops and online at [decathlon.de](https://www.decathlon.de). In the event of theft, the IoT Venture's Bike Hunter team works closely with the police to help recover the bike. Other features, such as a digital accident assistant, ride statistics and an automatic service reminder, are available in the accompanying app.

"We are very pleased about the partnership with IoT Venture," says Axel Thunig, Head of Mobility Decathlon Germany. "The safety of our customers is very important to us. With the new GPS tracking service, we can give them peace of mind and help them quickly find their beloved bike in the event of theft."

"Together with Decathlon, we are bringing digital safety to the streets," adds Jonas Warmbrunn, Sales & Business Development Manager at IoT Venture. "We are delighted to be working with such a strong partner who has recognised the huge potential of connected bikes and is driving this area forward with great commitment. This cooperation is an important step towards making innovative technologies easily accessible to a wide audience in over 80 stores".

The benefits of the new GPS tracking service at a glance:

- **Reliable theft protection:** real-time location of the bike in the event of theft.
- **Recovery support:** Fast and straightforward support from the IoT Venture Bike Hunter team and close cooperation with the police.
- **Accident assistance:** Automatic notification of private emergency contacts in the event of a fall.
- **Ride Statistics:** Recording of ride data such as speed, distance and saved Co2 emissions.
- **Easy to install and use:** The GPS tracker is easy to install in any Decathlon shop and can be controlled via a user-friendly app.

For more information on the new GPS tracking service, please visit the Decathlon landing page: https://www.decathlon.de/ITSMYBIKE_lp-XQSNTL

About Decathlon

Decathlon is a global multi-sport brand for beginners and elite athletes and an innovative manufacturer of sporting goods for all levels of performance. With more than 100,000 team members and 1,700 stores around the world, Decathlon has been working towards a single goal since 1976: to use the wonders of sport to help people move towards a healthier, happier and more sustainable future. In Germany, Decathlon has more than 5,000 employees and over 80 shops as well as an online presence with an integrated marketplace.

IoT Venture GmbH company profile

IoT Venture GmbH connects valuable assets with the Internet, thus making products with data smarter and capable of delivering a greater experience. The Darmstadt company's solution allows business clients to create data-based business models using data signatures. One great advantage is that IoT Venture GmbH's services include the development of hardware and software (embedded systems), provision of the required data platform (cloud solution), supply of a (white label) app and assistance in developing brand-new digital business models with all services coming from a single supplier. IoT Venture GmbH offers its range for a wide variety of applications across different industries, primarily in the mobility sector. The IT'S MY BIKE service world for e-bikes was the first application, successfully launched on the market in 2018. Since its founding in 2016, IoT Venture GmbH has grown to employ around 50 people. Its main office is in the German city of Darmstadt with a second location in Cologne.

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