



AXA IN connect solutions are making cycling smarter



AXA IN Connect solutions are making cycling smarter, but go beyond just bicycles. That much is clear in the case of Brekr, a Dutch start-up that released the electric moped Brekr Model B in 2020, of which we interviewed the founders Niels Willems and Jasper Hagedoorn.

Brekr

Brekr started with the dream to develop a truly innovative electrical moped, an idea that originated in a text message between Niels and Jasper. Turning dream into reality, they founded Brekr in 2018 and quickly built up a small but highly experienced and passionate team with individual skills in entrepreneurship, product development, design, and engineering.

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To design an innovative, logical and futureproof electrical moped, just taking an original vehicle and replacing the fuel parts with electrical solutions was not enough. So, Jasper tells us, “we started with a blank canvas, with the question of what the ideal electric moped should look like.”

Brekr model B

That resulted in the Brekr Model B, a lightweight, electric moped of which the truly unique overall design is not the only innovative aspect. Starting from scratch meant Brekr could rethink almost all parts, resulting in innovative design, engineering and material usage to achieve a lightweight machine that looks futuristic whilst capturing the rich heritage of mopeds, and that is an absolute pleasure to ride. But the Brekr experience does not end when you park your moped. Brekr sells their mopeds directly and provides every owner service options and the possibility to be connected with their Model B. As Niels explains, “for such an advanced product it is without question that it has to be connected, that is what the customer expects.”

Connected experience

Connectivity is not just about a GPS module and the connection to IoT, as Jasper explains, “it is about the next step, what you do with that connection, what the app is like.

The app is maybe more important than the GPS module. That is what makes the customer happy, and it allows us to keep innovating, even when the product is finished, to keep fine-tuning and adding services.”

And that is where AXA came into play. Brekr needed a partner willing to think along and develop together with a start-up, and one they could trust to deliver a total solution customised for Brekr. According to Jasper, “we were convinced of their in-house knowledge and skills. They just have great tools and apps to fulfil our needs.”



AXA IN solution

Every Brekr Model B is fitted with an AXA IN module through which it is connected with the IoT. Through a version of the AXA IN end-user app that was restyled for the Brekr brand and modified for mopeds, Brekr owners can view kilometres made, routes taken and the real-time location of their Brekr, and they are notified if their Brekr is tampered with.

But that is not the end of the story. As Brekr is looking to expand its sales and services to other countries, and expand its services to achieve maximal customer satisfaction, the app is continuously and cooperatively being developed. Whether it is on a bicycle or moped, AXA is happy to ride into the future together with Brekr.

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Used AXA IN solution

- AXA-IN connected module
- Fully branded app

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