

WOOCYCLE

Pressemitteilung

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No bike deserves to be stolen

In April, Apple presented its AirTags. These are actually intended to help you find lost items, such as keys or wallets. But in the meantime the obvious assumption that they are suitable for tracking down stolen things has been confirmed by various reports and videos.

"No bike deserves to be stolen," says Woocycle's website. The three founders offer a small, inconspicuous holder for AirTags that can be conveniently attached to the bike wherever there is space for a bottle holder. Christian Kulas, one of the founders, says: "It was important to us to develop a holder that looks nice and doesn't look too bulky. At the same time, it should be extremely robust to withstand brute force and defy the four seasons in the long term, which is why we use fiberglass-reinforced polycarbonate." The previous holders from other providers are usually 3D prints, "they offer no protection and are broken in a few months - you pay twice," says Kulas. The Woocycle holder is attached to the frame with safety screws (Torx pin), which is intended to prevent dismantling.

Anyone who previously wanted to track their bike needed a GPS transmitter. However, these have the major disadvantage that they have to be recharged after a very short time. Here the founders make use of the particularly energy-saving solution of the AirTag. These send out Bluetooth beacons that are received by other iPhones and then sent to Apple's iCloud. From there, only the owner of the AirTag can find your location. Apple specifies a battery life of one year, a button cell that the user can replace himself. In addition, this technology can also be used to determine the location inside buildings, another weak point of GPS trackers.

Are AirTags now making all bike thieves unemployed? No, replies Kulas: "Of course there are situations in which the AirTag doesn't help. For example, if I leave my bike at the train station for three weeks, then it's gone, at least here in Frankfurt." In most life situations, whether at the bakery, at the cinema or visiting friends, it brings you more security, says Kulas.

Over 700 bicycles are stolen every day in Germany alone, a total of more than [260,000 bicycles in 2020](#). With the Woocycle holders, iPhone users can now protect themselves against this. So far, they are [available](#) in two versions (black and quartz) at 17.90 euros each.

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