



ABOUT US

We at Ellr rely on the community of bikers - because for us is clear "bikers help bikers".

You'll Never Ride Alone: Riders are great people, they greet each other while riding on the road and they are ready to help when a fellow rider is in trouble. This special sense of brotherhood and practical solidarity developed very early: The first serial motorbike was built in 1894 and already in 1903 the worlds' first and now oldest MC, the Yonkers Motorcycle Club (YMC), was founded by George Eller in Yonkers, New York State. George Eller – yes, this man was the inspiration for our name and philosophy – wanted to connect the few bikers that existed at that time: He built up a community where all on two wheels should be there for each other. And they were! The YMC paved the way for thousands of clubs that followed its great idea.

That's where Ellr begins: It connects the community of riders in a smart and seamless way to support each other, efficiently and effectively in emergency situations such as accident, theft or a breakdown of the bike. Precisely because every rider knows how painful these situations are, he will be glad to welcome everybody as part of the growing Ellr-Community.

But how exactly does something like this work in practice?

Accident, theft, breakdown: Ellr addresses unpleasant issues for motorcyclists

Ellr produces an electronic device that can easily be connected to any motorcycle with a battery. The device features GPS, a global SIM card and other gadgets such as a gyro sensor that can detect accelerations and lean angles. Via an app, the device communicates with the driver and the Ellr community.

Let's assume the following scenario: A motorcyclist gets off the road. Driver and machine fall down an embankment. The driver lies injured and invisible for other road users off the road. He is no longer able to call for help himself. A horror scenario for every biker. This is where Ellr comes in.

An intelligent algorithm uses the data recorded by the Ellr tracker to recognize the situation: speed abruptly to zero, vehicle is lying. First, the app that the motorcyclist has installed on his mobile phone asks whether everything is ok with him. If he doesn't answer, the driver's "Guardian Angel" receives a message. The Guardian Angel is a kind of emergency contact that also belongs to the Ellr community. If the Guardian Angel doesn't answer either, all other users of the Ellr app who are within a radius of 15 kilometers get an alarm. Guardian angels and the Ellr users can then organize help. Here it becomes already clear: The whole lives also from the number of the users. In Germany alone, around 4.4 million motorcycles are registered. So there is more than enough potential.

A second expansion stage is already being considered. Means: If no Guardian Angel is reached, there should be an automatic eCall to the emergency call centre. This system is already known and since March this year has even been mandatory in the EU for new vehicles - but only for passenger cars and light commercial vehicles. Not for the weaker ones in road traffic: the motorcyclists.

Five out of 1,000 motorcycles stolen in Germany

Ellr's second area of application is theft. In 2017, over 20,000 mopeds and motorcycles were stolen in Germany. Maybe that doesn't sound like much at first, there were more than 33,000 cars. But there are about four million motorcycles and more than 40 million cars in Germany. In other words: out of 1,000 registered motorcycles, about five were stolen last year, only one out of 1,000 registered cars. So the problem is there - and much more so than with cars.

As in an accident, the Ellr-Tracker automatically detects theft and sends an alarm. We know how a motorcyclist uses his motorcycle - what is normal and what is not normal - and recognize what kind of situation it is. Through intelligent algorithms we know whether the motorcyclist is exposed to a dangerous situation or whether the motorcycle is being transported away.

Ellr now also has a solution for breakdown situations. Users of the app - regardless of whether they have installed the device or not - can set off an alarm themselves that notifies the Guardian Angel and Ellr members in the vicinity. To be a Guardian Angel, it is sufficient to install the app on your own mobile phone and log in to Ellr. Only the device itself is associated with costs.

But who are "we" anyway?

Christian Schütte (left) and Raz Tsafrir (right) are the founders and managing directors of Traxx GmbH, which was founded at the end of April 2017.

The company headquarters and sales are located in Obertheres, Germany and the R&D team is located in Tel Aviv, Israel.



What does Ellr cost and where can I buy it?

Ellr is mainly distributed through our own webshop (www.ellr.bike).

The Ellr-Tracker currently costs 389 Euro in the webshop, for group orders of five persons or more there is a 50 Euro discount per Ellr-Tracker. How much his safety is worth to him, of course, every motorcyclist must decide for himself. It's possible that it's not 389 Euros. But even without this device, motorcyclists can become part of the Ellr community. The app is free of charge - everyone can help. Users can not only act as Guardian Angels, but also initiate emergency calls to other members themselves.

Even if Ellr users are on the road without a passenger: You'll Never Ride Alone.

You can find more information at www.ellr.bike

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