

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

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

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. In addition, 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.

Company portrait IT'S MY BIKE

IT'S MY BIKE is a brand of IoT Venture GmbH. The company develops and sells GPS trackers which, in conjunction with an app, open up a new kind of service world for e-bikes. IT'S MY BIKE uses the innovative narrowband NB-IoT and LTE-M wireless standards for its products. As low-power wide area network (LPWAN) technologies, these are a cost-effective solution for the Internet of Things thanks to their low energy requirements and high building penetration and range. Another advantage is that the technologies utilise existing networks. IT'S MY BIKE's activities include the development of hardware and software (embedded systems) and the provision of the necessary data platform (cloud solution).

Media contact

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