

## PentaLock's fight against the bike thief

***The Danish company PentaLock has now seriously begun their journey and fight against bike theft. The solution they offer is much needed, as statistics continue to show that as time goes on, bicycle theft is becoming a major problem for consumers globally. That means, that bike manufacturers all over the world have to face the problem and create new value propositions for their customers – and it is called PentaLock.***

No matter where you are, there is usually someone in your social circle who has experienced bicycle theft at some point. This is no shock, as bike theft can be estimated to be around 3 million per year across the five largest European countries. Therefore, there is no doubt that PentaLock is much needed. A PentaLock is integrated into the bicycle frame and is designed as a bottom-bracket replacement with features such as locking, an integrated alarm, an accompanying wireless key, and several others: *“We wanted to make a bike lock that cyclists actually liked to use, and at the same time eliminate the risk of theft,”* says Emil Norup, CEO and co-founder of PentaLock.

The danish company was founded in 2016 by two danish engineers and was grounded in the idea of stopping bike theft altogether. In the process of developing this tool against bike theft, relevant actors were brought on board, including bike manufacturers, the police, insurance companies and even a former professional bike thief, to make sure PentaLock was designed with the best and most relevant opinions from the industry possible. To achieve the highly effective measures, the unit is integrated into the bike during the manufacturing process, which assures the lock cannot be removed once its assembly in the frame has taken place.



PentaLock has invented the PL2, designed for e-bikes, and works as an electronic immobilizer, connecting the whole electrical system to the lock, and thereby completely disabling the e-bike's motor, controller, display, etc. once activated. The solution is very much needed in response to a sharp increase in E-bike theft during recent years. It could therefore be said that due to the higher costs associated with e-bikes, consumers are likely to be prepared to pay more in order to prevent their goods from being stolen.

[PentaLock](#) ensures that your customers never forget to lock their bikes. Leaving the bike for more than 30 seconds will result in the lock automatically being activated, and in addition to this, it will automatically unlock once the bike owner has returned. Furthermore, the locks come with a deterrent alarm, placed in the bottom bracket. If anyone should feel the need to attempt stealing the bike, the deterrent alarm is sounded, letting off a noise up to +100-decibels.



This year, the production process has sped up the market entry. Emil Norup tells: *“There is an increased interest from several bike manufacturers, so we look forward very positively.”* There are at least two bike manufacturers on board, thereby meaning that end consumers will soon have the opportunity to get a bike with the integrated bike lock, which will secure their bikes against the increasing number of bike thieves. Moreover, the company just visited EuroBike in Friedrichshafen and came home with only positive feedback: *“We expected fewer visitors due to coronavirus, but the show went well and we met exactly the right people. We are more than happy with the contacts we made with bike manufacturers, who are our target group. We far exceeded our targets for the trade show,”* says Emil Norup.

Learn more about our product on our website, where it is also possible to [book a demo](#).

# PentaLock

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**Company Information:**

- Founded in 2016 by Emil Norup & Thomas Martin Jessen with the vision of stopping bike theft altogether.
- Two award-winning bike locks: PL1 for traditional bikes and PL2 for E-bikes
- OEM Manufacturer of electronic bicycle locks designed for bicycle manufacturers/brands.
- Controlled by a wireless key and prevents theft with a +100-decibel alarm system
- Offices in Aalborg and Copenhagen, Denmark.
- Winner of Danish Tech Challenge in January 2020
- Read more at [www.pentalock.com](http://www.pentalock.com)

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