

# Profile: Asbjoerk Stanly Mogensen (Brian)

- **A pioneer in the electric vehicle industry**

- The first to introduce e batteries inside the frame
- The first to introduce an electric bike in USA (Schwinn Tailwind 2001)
- The first to introduce a lithium battery (2000)
- The first to introduce a full suspension e-MTB (2009)
- The first to introduce an electric race bike (2016)
- The first to introduce a folding bike with fully integrated battery (2006)
- The first to introduce a full carbon electric bike (2016)
- The first to introduce a high end electric cargo bike
- The first to introduce a kids ebike (2003)
- The first to introduce IOT (With ESB, Italy)
- The first to introduce an electric cruiser bike
- The first to introduce an electric fat bike
- The first to introduce an electric motorcycle
- The first to introduce an electric scooter
- The first to introduce a lithium fast charge battery (With Toshiba)
- Patent holder of the BOSCH Powertube 500/600
- Patent holder of battery inside a folding bike
- Patent holder of a mid motor with build in light
- Patent holder of the bike shaft motor
- More than 90 design protections in the EU



# Asbjoerk Stanly Mogensen (Brian Hoehl)

Platinum award-winning agency,  
world-best in vehicle, mobility and  
transportation design.



A'DESIGN AWARD  
& COMPETITION





reddot  
design award



GERMAN  
DESIGN  
AWARD



## Awards

WINNER OF:

1 x Muse design Award GOLD  
4 x IF Awards  
4 x Red Dot design Awards  
16 x German Design Awards  
3 x German Innovation Award  
2 x German Brand Awareness Award  
1 x German Automotive Brand Contest  
3 x German Bicycle brand contest  
22 x A' Design Award  
4 x Platinum A Awards  
6 x Gold A Awards  
4 x Silver A Awards  
2 x Bronze A Awards  
1 x Iron A Awards  
1 x Muse Awards  
1 x New York design awards  
1 x Ikea award

1 x Runner up A Awards  
4 x Universal Design Awards  
6 x European design Award  
6 x International design award  
2x Bicycle brand Contest  
12 x Eurobike Awards  
3x Taipei Cycle d&i GOLD awards  
14 x Taipei Cycle d&i awards  
3 x E-bike of the year (2017 & 2018 & 2019)  
6 x Nomination designer of the year by IAD (2017,2018,2019, 2020 & 2021, 2022)  
6 x Nomination designer of the year by EPDA (2017,2018,2019 & 2020, 2021, 2022)  
6 x Winner Bicycle Brand Contest  
3 X Clio Awards  
3 x Mobius Awards  
3 x Cannes Lions Awards  
6 x Creative Circle Awards  
1 X Designer of the year New York design awards  
1 x Good design Award Australia  
1 x designer of the year USA  
6 x Creative Circle



# Client list

- IKEA Folkvänlig
- Pininfarina Evoluzione
- Maserati
- Jeep
- Kawasaki
- Bugatti
- Mercedes
- Renault
- Mini Cooper
- Ferrari
- Pagani
- Haibike
- Raleigh
- Ghost
- Winora
- Sparta
- Mahindra
- Brose
- Schwinn
- Merida
- Chaos
- Nishiki
- Winther
- COOP
- Biltema
- Thansen
- Matra
- Velo Solex
- Easybike
- Dott
- Circ
- Okai
- Jump
- Diavelo
- Bafang
- Bosch Motors
- KOGA
- Lamborghini
- enViolo
- GT
- Copenhagen University
- Buyk
- BMW
- VW
- FALCO Motors
- Matra Motors
- Babboe
- CarQon
- Carver car NL
- Decathlon
- Lapierre
- N+Bikes
- Batavus
- DiamondBack
- AutoNord
- Verlinvest (Cowboy)
- DS automobile
- N+Bikes
- Mongoose
- Ebike4delivery
- REI
- Bycyklen Copenhagen
- Hopr
- Ernie Kusters
- Aston Martin
- Accell Group
- Brose bike
- Tour De France org
- Cycle Europe
- Sachsenring
- Pantone
- Cannondale
- Ebike Labs
- Swiss emobility Group
- M-Way
- Colag
- Elektrofahrrad einfach
- Mifa
- Lapierre
- Bodo bicycle factory
- Hercules (ZEG)
- Stella
- Brose Motors
- Dyaco (Cikada)

# Investor consulting and investor relations I raised as follows for the below companies

Zoomo 105 Million €

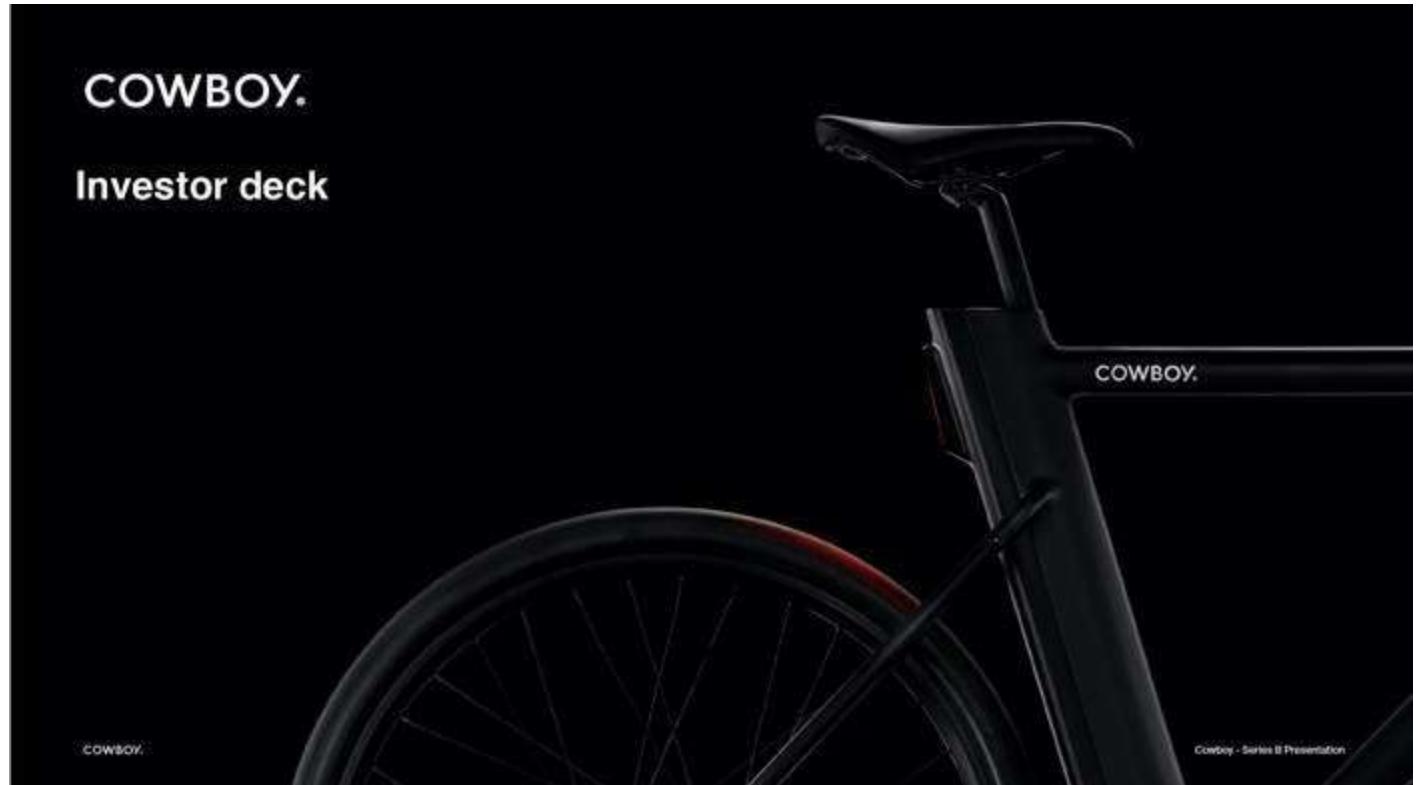
Cowboy 131 Million €

Van Moof 189 Million €

Billy bike 2 Million €

Zeitgeist motor 26 Million €

Chaos motorcycle 56 Million €



# My services

- Concept and design
- Innovation
- RND and Engineering
- Part sourcing
- Electric drive train sourcing
- Electric drive train optimisation
- Define the producer of the ebikes
- Follow the ebikes to final production – consultancy
- Checking specs and analyzing costs
- Business plans and strategies for selling ebikes
- Marketing
- Marketing analysis
- Brand Keys development
- Direction of teams
- Tech sourcing
- Tech development
- Development of IP
- Development of Patents (I have developed Patents for Accell group, Bosch and Easybike)
- Build up BOM
- Benefit analysis
- Support the board in strategic decisions
- Recomandations and clarifications for investors
- Supervision of battery development
- Supervision of IOT development



CUSTOM CREATIONS is my own prototype department in Croatia, Owned by Sasa Stih and Brian Hoehl.

-a company based in Zagreb, Croatia. With over 20 years of experience in prototyping from show cars over bicycles to specific parts of robotics machine. Currently six employees in production and two engineers for CAD drawings, makes Custom creations very reliable partner for prototyping .

Some of technic we use are:

- CNC milling
- 3D printing
- Tooling production (aluminium, NECUMER)
- RTM process ( carbon fiber)
- Vacuum infusion (carbon fiber )
- Autoclave process ( carbon fiber, partner)

Everything shown on pictures below are made entirely by us, exterior and interior of XD electric car, complete bicycles including painting and airbrush paint on some model .





**SPECIALIZED**

High torque geared completely hidden drivetrain

IDÉEN OM 'SUSPEND THE RIDER' BLIVER TIL

## Innovate or Die

Udfordringen var simpel, men utroligt svær at løse – hvordan sikrer man at ryttere føler sig komfortabel og i kontrol på ujævne veje – men på samme tid bevarer egenskaberne som hurtig acceleration og kvikke styreegenskaber fra en stiv ramme? Løsningen var afjedring af rytteren. Lær mere om rejsen, der førte til den innovative tilgang.

LÆS MERE





KOMPROMISLØS FLEKSIBILITET

# Suspend The Rider

Den nye Diverge STR kommer med Future Shock-teknologien foran og bagpå, som giver dig kompromisløs fleksibilitet. Ved at affjedre rytteren – i stedet for cyklen – øger Future Shock-teknologien både kontrol og effektivitet samtidig med at du kommer til at føle dig mindre udmattet. Du kommer til at kunne køre længere og hurtigere over mere krævende end du troede muligt. Diverge STR gør alt dette uden vægten, den træge pedalreson eller ineffektiviteten fra andre dæmpersystemer.



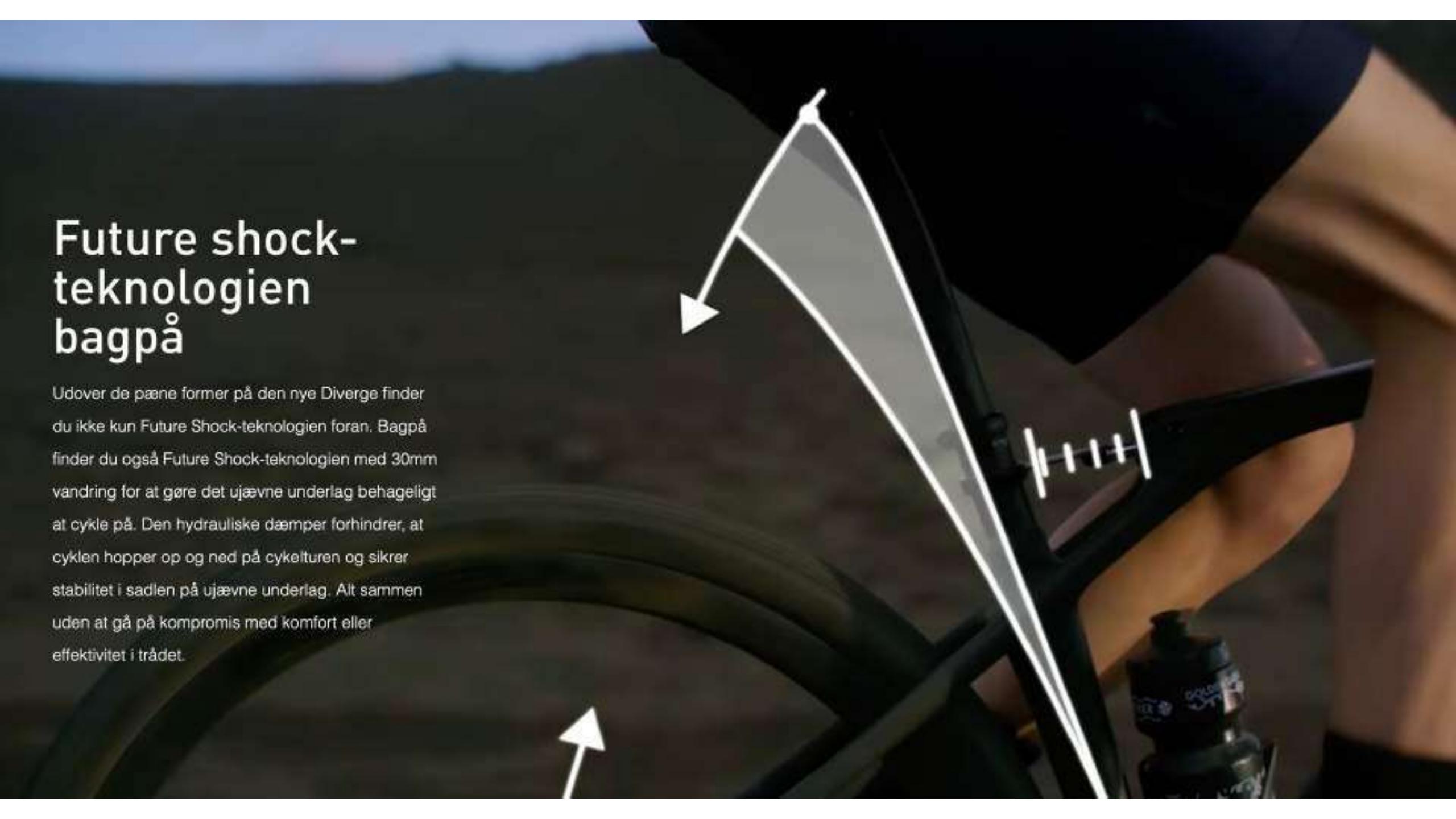
SMOOTHER IS FASTER

SE NU



# Future shock- teknologien bagpå

Udover de pæne former på den nye Diverge finder du ikke kun Future Shock-teknologien foran. Bagpå finder du også Future Shock-teknologien med 30mm vandring for at gøre det ujævne underlag behageligt at cykle på. Den hydrauliske dæmper forhindrer, at cyklen hopper op og ned på cykelturen og sikrer stabilitet i sadlen på ujævne underlag. Alt sammen uden at gå på kompromis med komfort eller effektivitet i trådet.











Worlds first lithium battery

2003



# Worlds first lithium fast charge battery battery

2006

bikebiz



HOME PAGE > BUSINESS

BUSINESS

## Schwinn launches fast-charge Toshiba-powered e-bike

SHARE



PUBLISHED BY:

BikeBiz

14 YEARS AGO

RELATED POST



Schwinn has incorporated Toshiba's new Super Charge ion Battery (SCiB) technology into the Schwinn Tailwind, a brand new electric bike formally unveiled today in Las Vegas.

Toshiba's SCiB power technology will enable Tailwind owners to recharge their eBike in 30 minutes through a standard electrical outlet (or as little as five to seven minutes through a commercial charger). By comparison, it takes four hours or longer to fully recharge the battery of virtually any other eBike in use today through a standard electrical outlet.

Tailwind owners can also expect to get 2,000 recharge lifecycles with the eBike versus the industry standard of 1,000 charges before needing to replace the battery. Tailwind riders will find that they can ride 25 to 30 miles per charge (depending upon such factors as temperature, rider weight and terrain). The Tailwind also comes with a 20,000-mile or two-year limited warranty.

"We are very pleased to supply our first SCiB product to such a well-known and respected company as Schwinn Bicycles and its parent company, Dorel Industries," said Shoshi Kawatsu,

BAFANG

Frames and motors BAFANG

M600 motor



Model: COMPM800

BIONX MID MOTORS

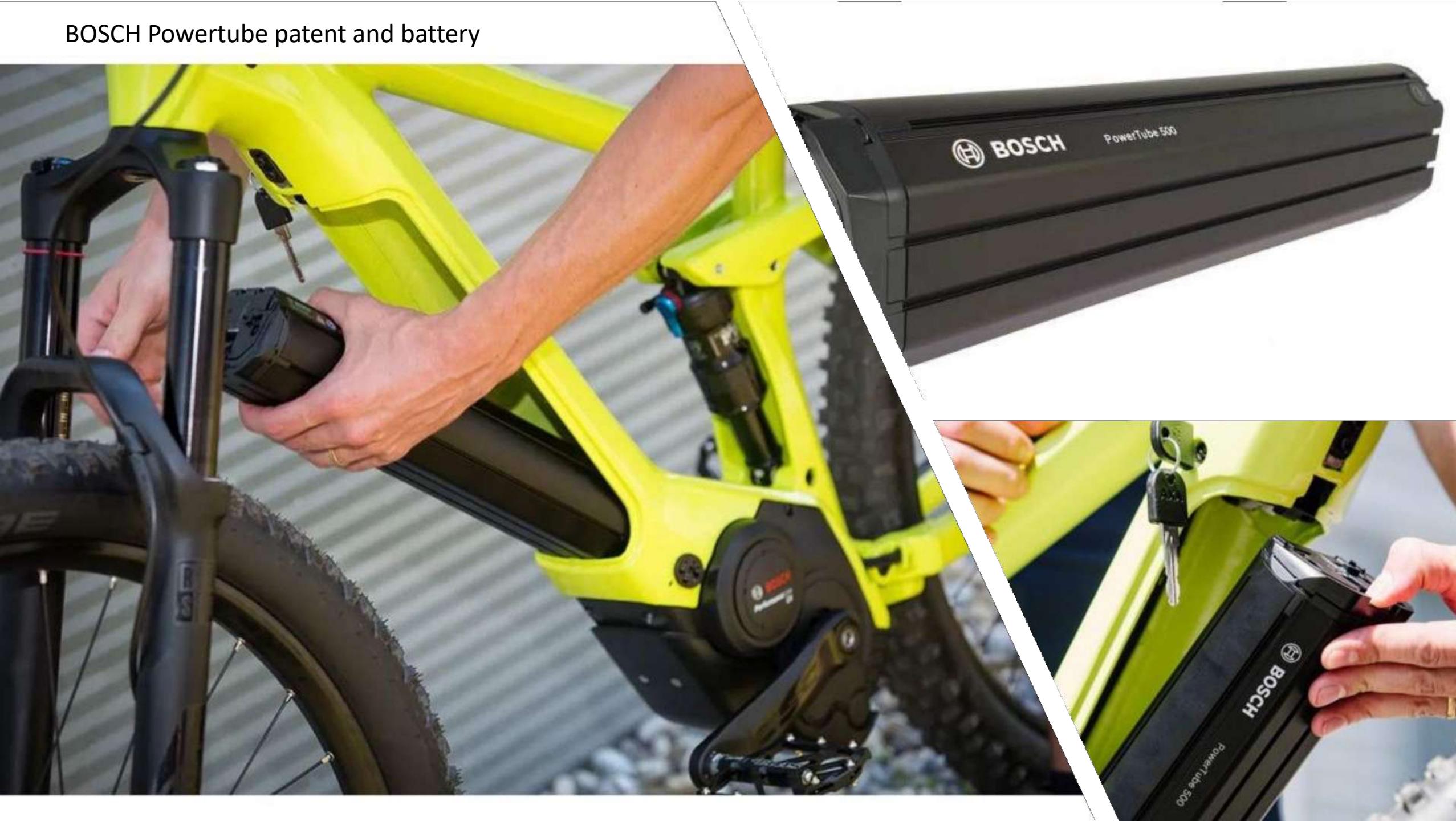




Kingmeter IOT Display



## BOSCH Powertube patent and battery



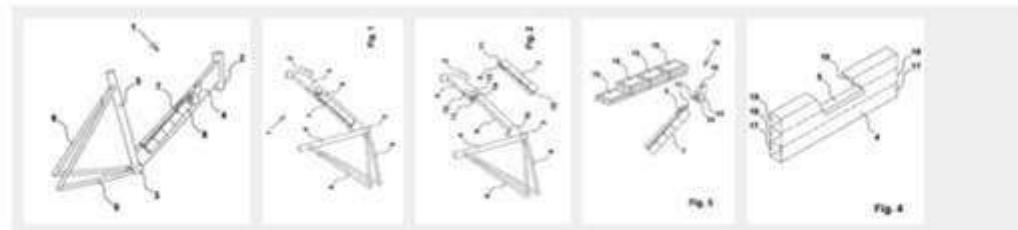
# BOSCH Powertube patent and battery

## Bicycle frame with integrated and detachable battery

### Abstract

The present invention concerns a bicycle frame, including a number of frame elements, preferably tubes, where the frame elements are interconnected and constitute a construction with so great rigidity that the cycle frame does not change its geometrical shape under usual load, where an electric battery system is at least partly embedded in the frame, including at least one battery pack for storing electric energy for use in connection with equipment, such as comfort equipment and/or safety equipment on a bicycle, including an electric auxiliary motor, where the part of the frame adapted to mounting a battery pack is constituted by a hollow section, the hollow section being a multiple chamber section, where a battery pack is predominantly arranged in a cutout in the multiple chamber section so that at least one chamber in the multiple chamber section is substantially intact. Thus is obtained a cycle frame with a cutout for a battery pack, where the frame has great rigidity.

### Images (5)



### Classifications

**B62K19/30** Frame parts shaped to receive other cycle parts or accessories

[View 3 more classifications](#)

US20100133778A1

United States

[Download PDF](#) [Find Prior Art](#) [Similar](#)

Current Assignee : Protanium BV

### Worldwide applications

2007 • DK 2008 • TW CN US EP WO

Application US12/530,380 events ②

2007-03-08 • Priority to DK200700358

2008-03-08 • Application filed by Protanium BV

2010-06-03 • Publication of US20100133778A1

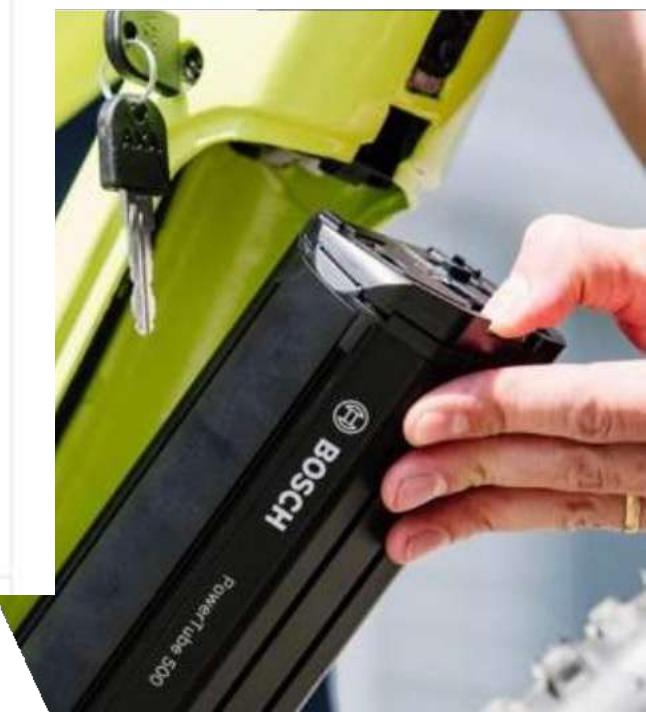
2011-05-03 • Application granted

2011-05-03 • Publication of US7934576B2

Status • Active

2028-03-08 • Anticipated expiration

[Show all events](#) ▾



# IOT System 2015





PROTANIUM  
Shaft motor

# PROTANIUM Shaft motor

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Declarations under Rule 4.17:

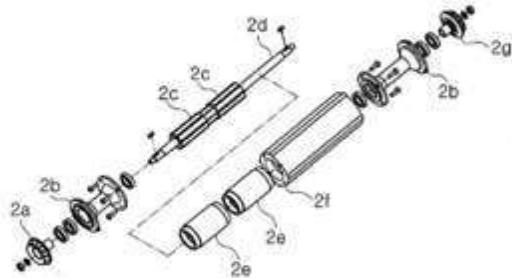
— as to applicant's entitlement to apply for and be granted a  
Patent (Rule 4.17(i)(ii))  
— of inventorship (Rule 4.17(iv)).

Published:

— without international search report and to be republished  
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For two-letter codes and other abbreviations, refer to the "Guide-  
ance Notes on Codes and Abbreviations" appearing at the begin-  
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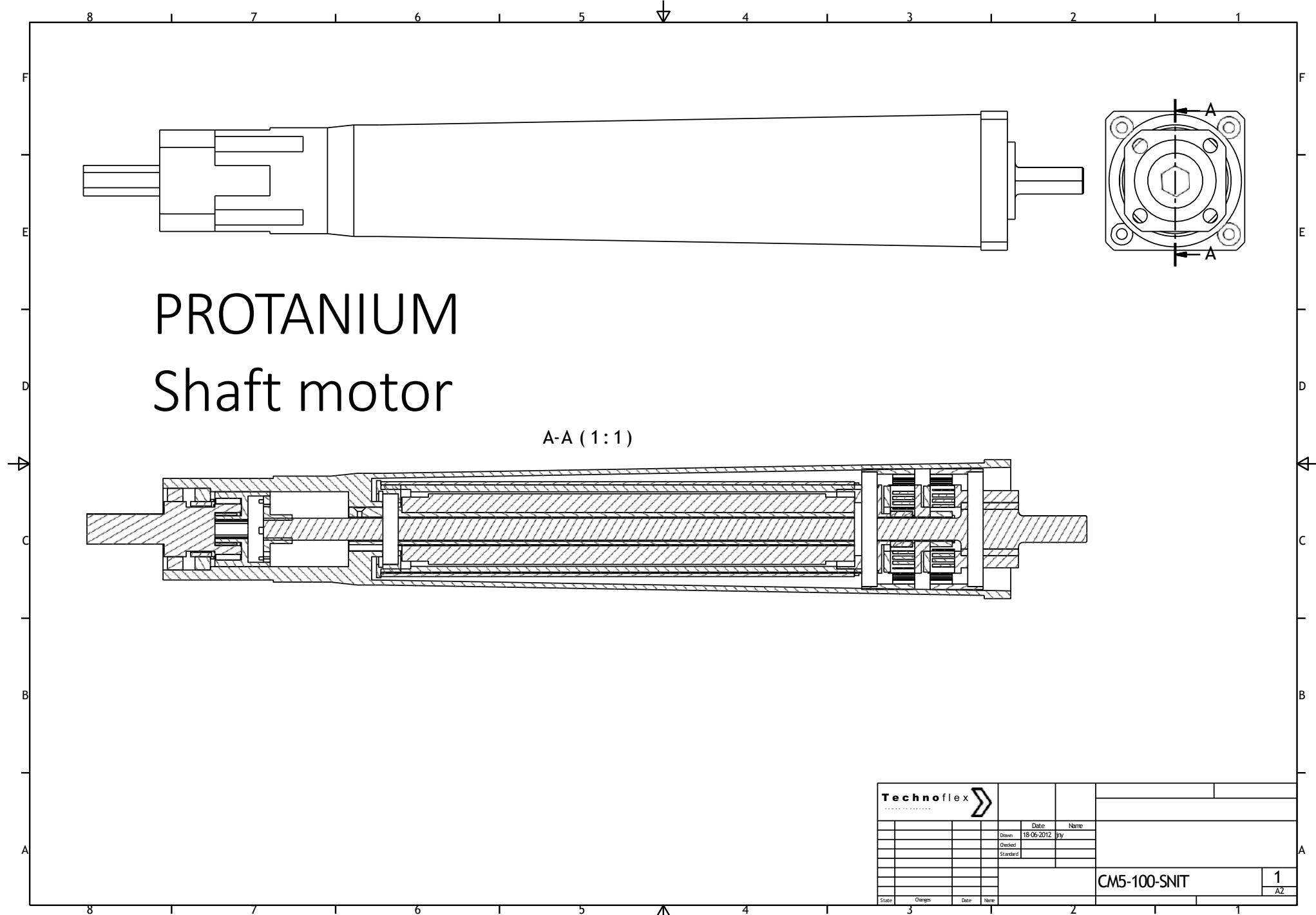
(54) Title: MOTOR WITH POWER TRANSMISSION OF ONE BODY TYPE



wheel side gear rotatably mounted integrally along the outer periphery of the power transmission shaft in such a manner as to be engaged with a gear attached to a rotary shaft of a rear wheel. The motor with an integral body type of power transmission shaft is easily mounted to an electric bicycle, thereby providing excellent assembling and productivity, and reduces the losses of power by the simplicity of parts therein, thereby making the efficiency of transmission of power desirably optimized.

WO 2007/013742 A2

(57) Abstract: The present invention relates to first and second stators for generating a magnetic force if an electric current is applied to a coil; first and second rotors each having a plurality of permanent magnets, a core and a shaft in such a manner as to be mounted rotatably with respect to the first and second stators; a power transmission shaft rotated integrally with the first and second rotors; a pedal side gear rotatably mounted integrally along the outer periphery of the power transmission shaft in such a manner as to be engaged with a gear attached to a pedal; and a rear













**brose**

ZEITGEIST

FLYWHEEL



Adaptive steering device



# Worlds first electric race bike









VW







45 km/h delivery bike







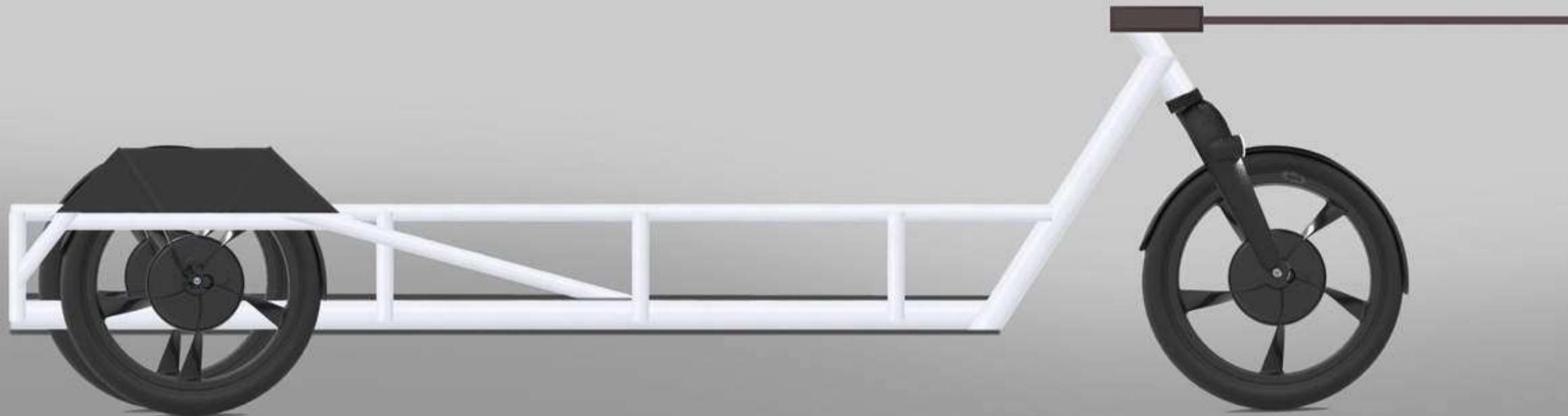
Earliest Launch 2021



Earliest Launch 2021



# Earliest Launch 2022



Earliest Launch 2022



Earliest Launch 2022



Earliest Launch 2022



*Lil'BUDDY*®









*Lilmissy*





H I G H   E N D



26"

















**RUFF**  
AUDIOS



Bike Gen 2















# BILTEMA

Estimated 3000 PCS



20"



24"



26"







First bike made



Classic

3D cost 3.500 Euro

Prototype cost 8.500 Euro



Deliverables 3D design Week 43

Deliverables prototype Week 51

**Comfort**

3D cost 3.500 Euro  
Prototype cost 7.700 Euro



Deliverables 3D design Week 45

Deliverables prototype Week 53

Compact

3D cost 4.500 Euro

Prototype cost 15.000 Euro



Deliverables 3D design Week 47

Deliverables prototype Week 04 (21)

# Cargo







HAIBIKE full carbon



A U T O M O B I L I  
*pininfarina*



# Chaos



A U T O M O B I L I  
*pininfarina*



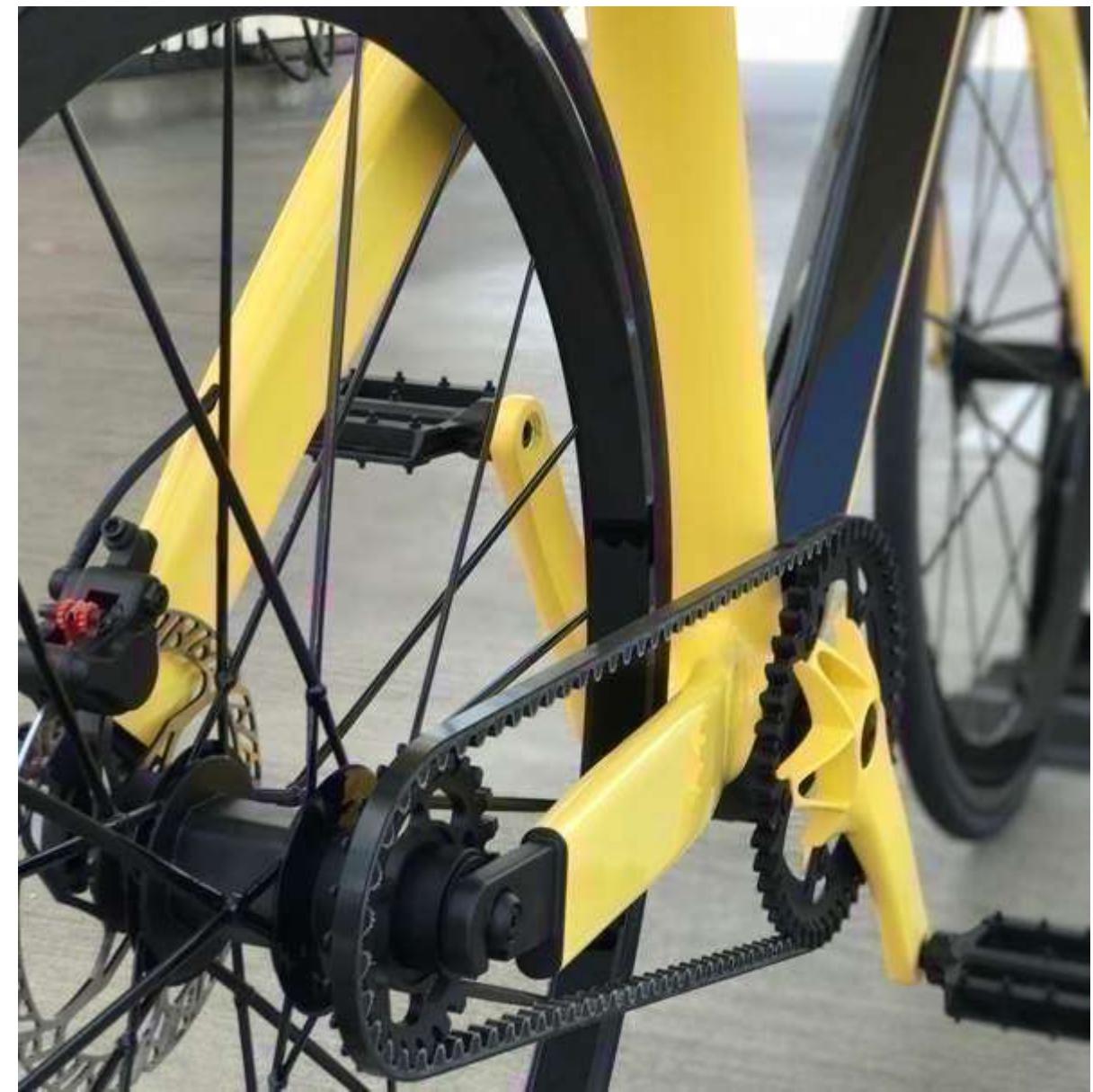
BUGATTI BIKE full carbon

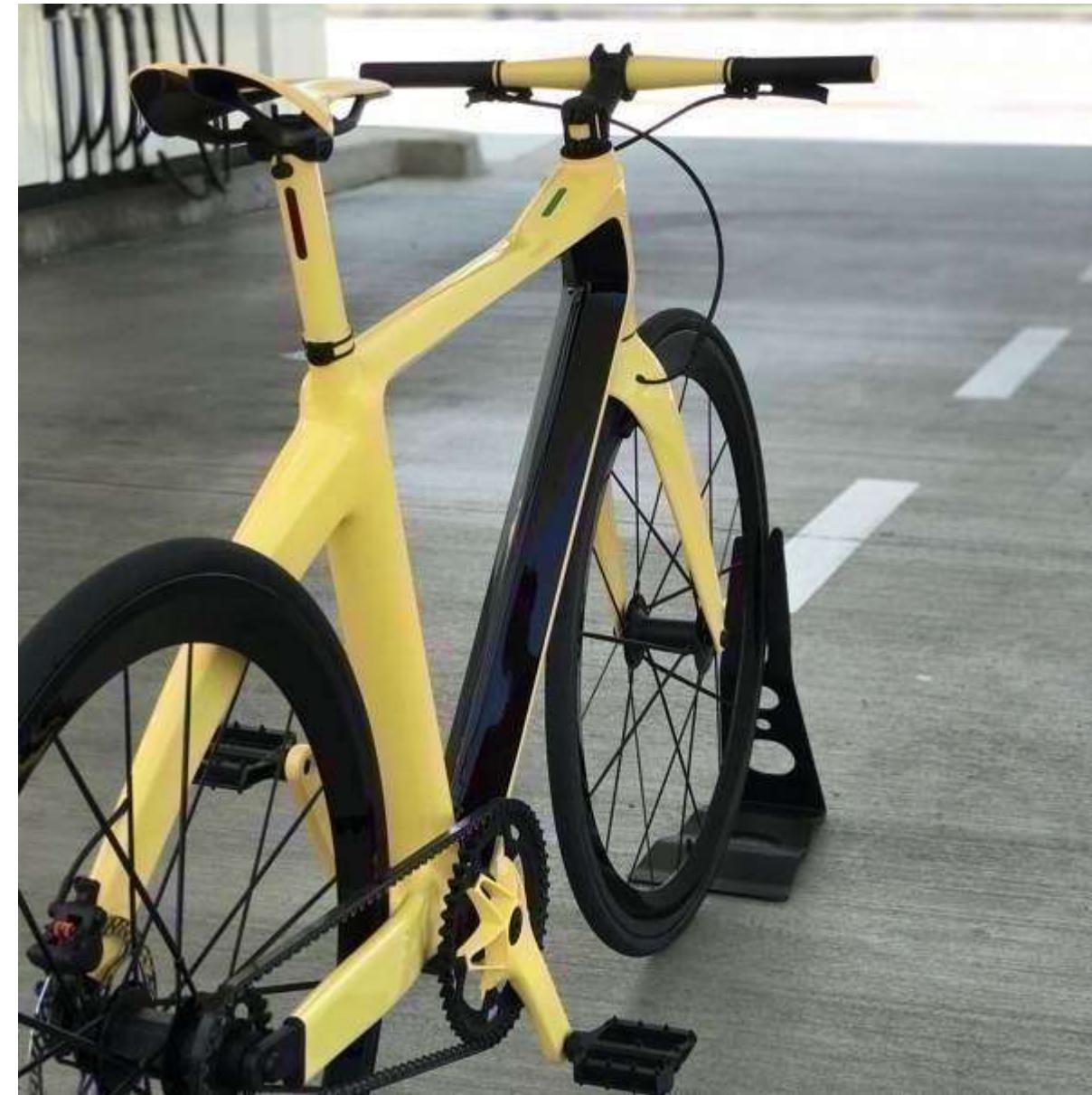




Transponder Key













**BUGATTI EBIKE**

Worlds lightest ebike

8,2 kilo

Full carbon



**BUGATTI EBIKE**

Worlds lightest ebike

8,2 kilo

Full carbon







# Sandwich bike electric DIY bike



NOUVEAUTÉS 2021 VÉLOS ÉQUIPEMENT

LAPIERRE

COMMUNAUTÉ CLICK & COLLECT



NOUVEAUTÉS 2021 VÉLOS ÉQUIPEMENT

LAPIERRE

COMMUNAUTÉ CLICK & COLLECT



NOUVEAUTÉS 2021 VÉLOS ÉQUIPEMENT

LAPIERRE

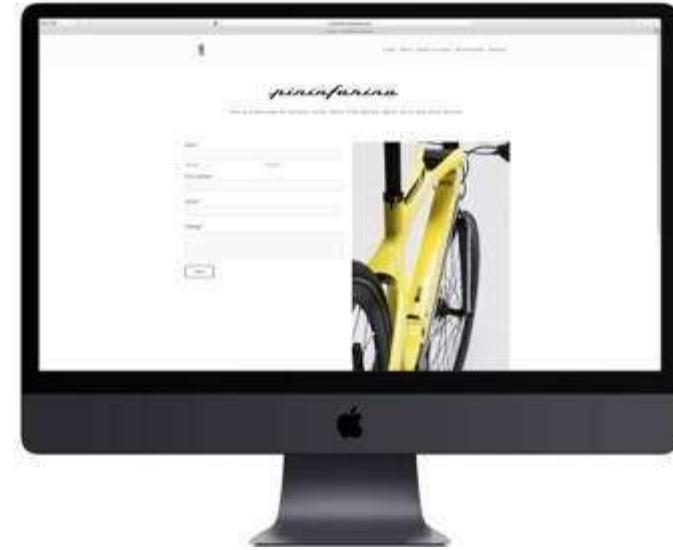
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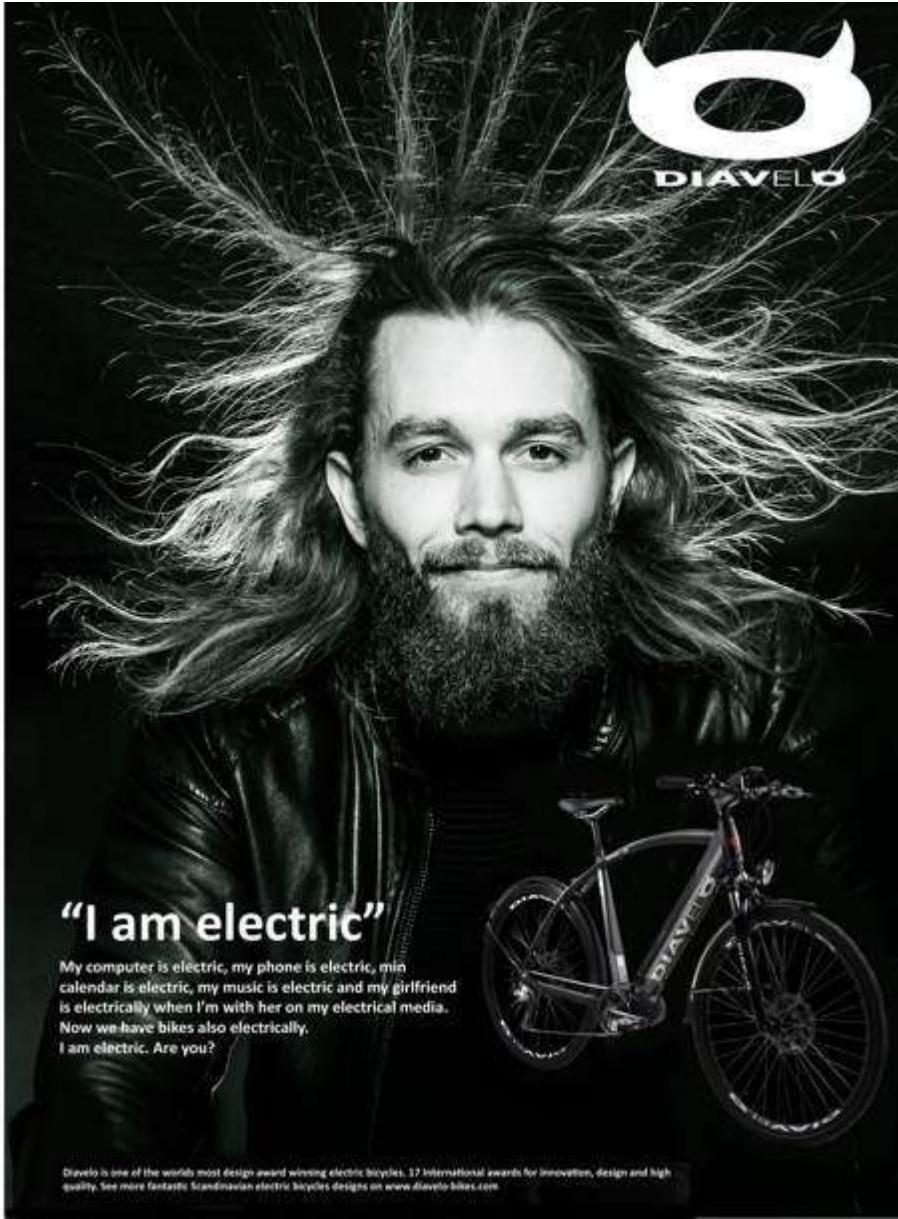
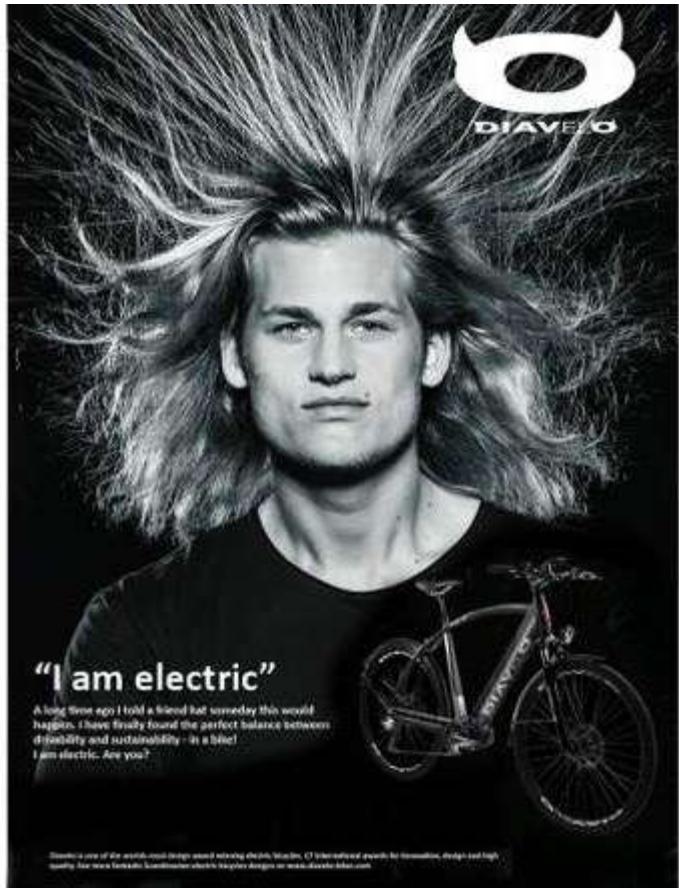
Raleigh Hoppa bike



# Websites



## -Campaigns



PININFARINA



PININFARINA



PININFARINA



PININFARINA



MATRA



NOUVEAU

MATRA



NOUVEAU

MATRA



NOUVEAU

MATRA



NOUVEAU

MATRA



NOUVEAU

MATRA



NOUVEAU

MATRA



NOUVEAU

Diavelo

Speed Pedelec 45 km/h



# Apps



NOUVEAUTÉS 2021 VÉLOS ÉQUIPEMENT

LAPIERRE

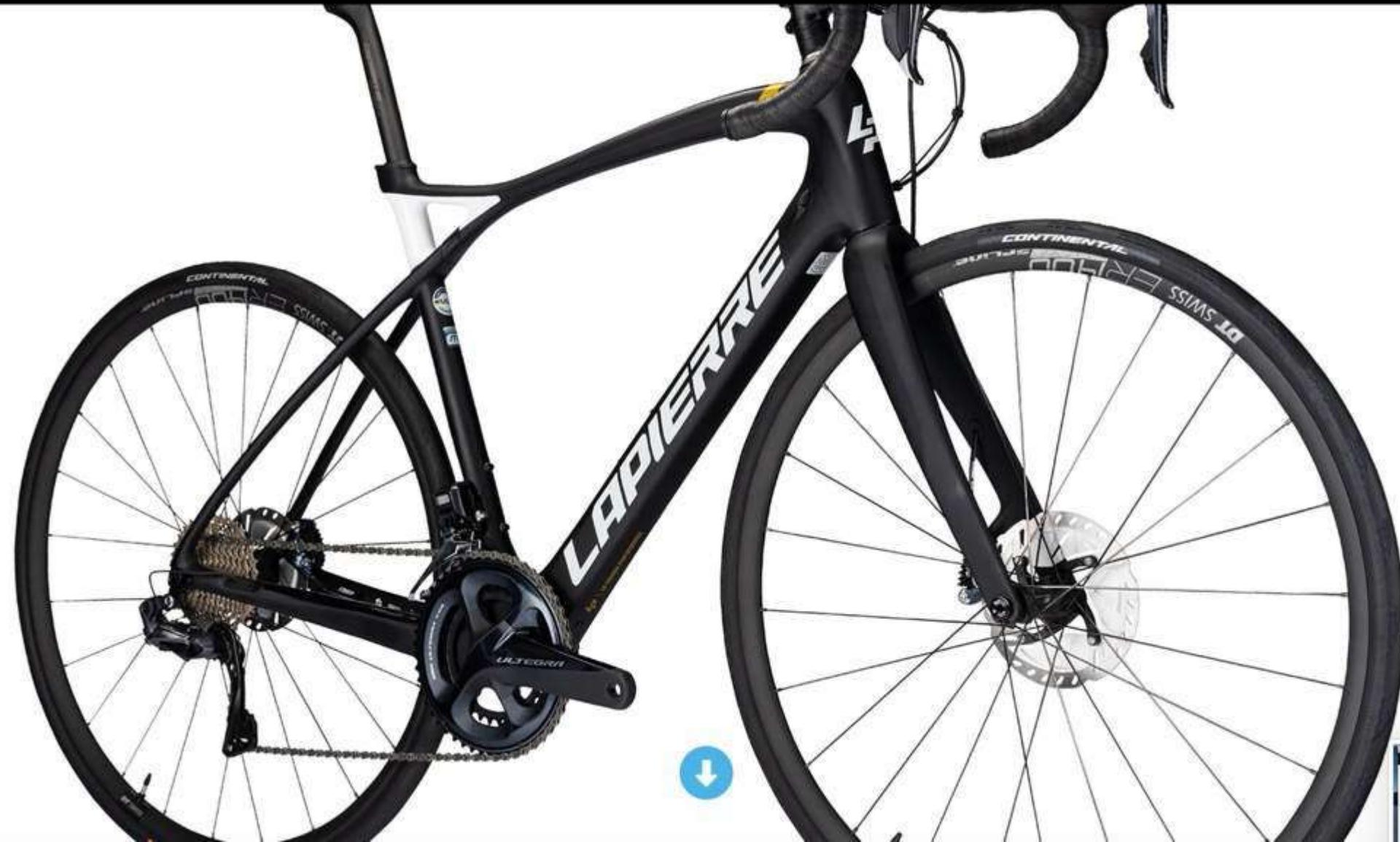
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NOUVEAUTÉS 2021 VÉLOS ÉQUIPEMENT

LAPIERRE

COMMUNAUTÉ CLICK & COLLECT





CLOSED

## ZEITGEIST: Thinnest, Lightest, Sleekest Road Bike

Aero road bike with stealthy, fast 350w electric motor and hidden li-ion battery.

Kartik Ram

1 Campaign | Seattle, United States

FOLLOW



STORY FAQ UPDATES 0 COMMENTS 0

### Overview

Welcome to the pinnacle of outdoor recreation!

The Zeitgeist is the world's lightest, thinnest electric road bike in production. This wind-tunnel tested, 700c aero road bike combines drop-dead gorgeous looks and cleverly

### Select a perk





NOUVEAUTÉS 2021 VÉLOS ÉQUIPEMENT

LAPIERRE

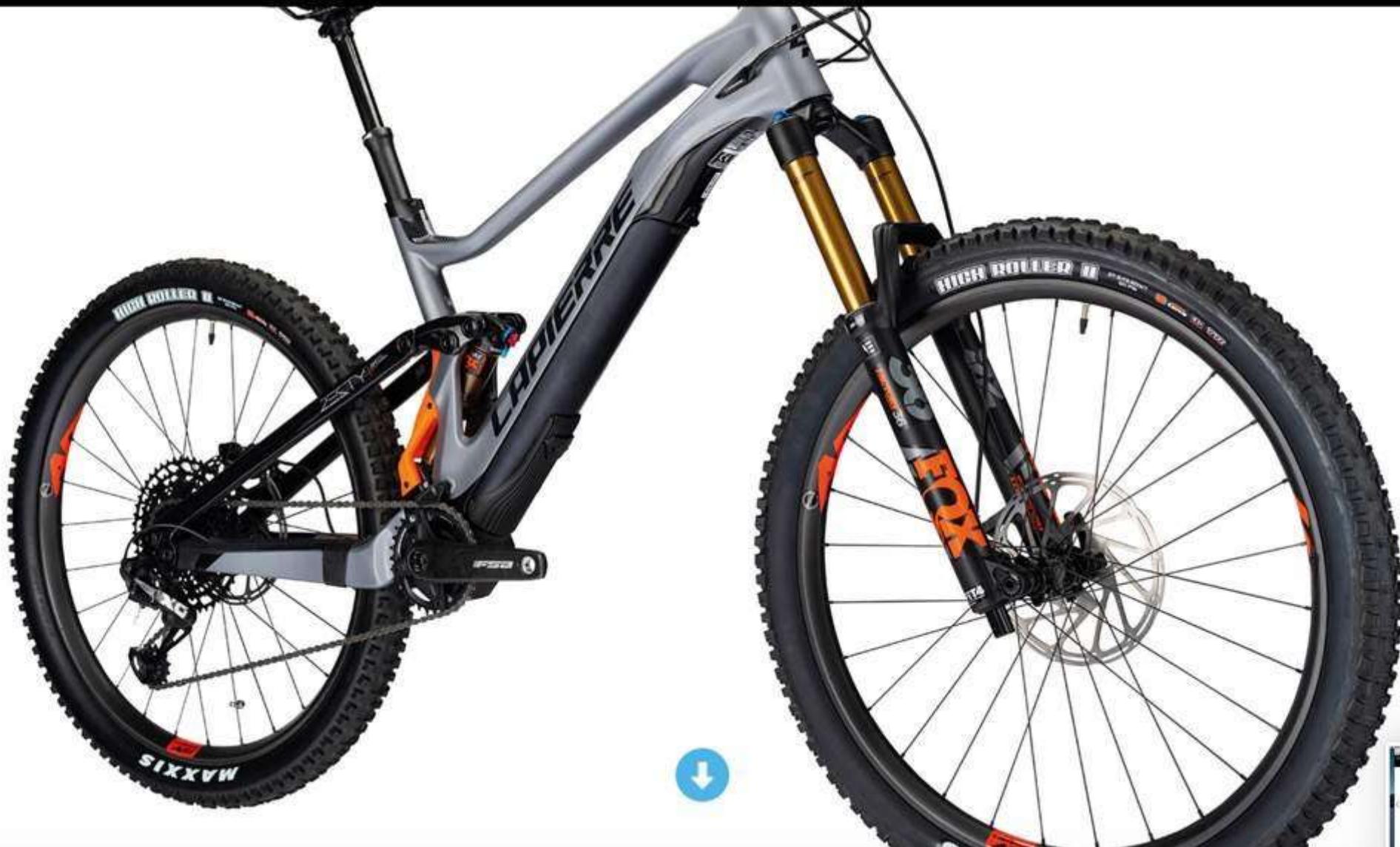
COMMUNAUTÉ CLICK & COLLECT



NOUVEAUTÉS 2021 VÉLOS ÉQUIPEMENT

LAPIERRE

COMMUNAUTÉ CLICK & COLLECT







# PACE B10 LTD

Fully equipped for the road

Prices DKK 34699











# Diavelo VW ebike



# Conceptstore Zurich





AWARD 2013



**12"**



**16"**



GROW SYSTEM

**20"**



**24"**



GROW SYSTEM

**16"**



**20"**



GROW SYSTEM

**24"**



**26"**



GROW SYSTEM

CARQON

DESIGNERS  
.ORG



MASERATI



MASERATI full carbon



MASERATI



Lapierre



MASERATI



BOSCH POWERTUBE 500/600

Patenteted by Asbjoerk Stanly Mogensen (Protanium)



PHOTO: MORITZ DITTMAR  
WWW.EBIKE-MTB.COM

LAPIERRE



Diavelo Hibrido fu



Maserati



Mini Cooper



Pagani



Pagani full carbon



Viva Yachts



*EKOI*

full carbon



Unisex bike



MASERATI



MERCEDES full carbon





Solex



RENAULT full carbon



IKEA



EBIKES4DELIVERY



CARQON



Diavelo full carbon



# Diavelo inflatable jacket



MAHINDRA full carbon



ASTON MARTIN  
Full carbon



LAMBORGHINI  
Full carbon



LAPIERRE



LAPIERRE full carbon



HERCULES (ZEG)



# RALEIGH

Concept optimisation / **E-Chopper V3**



COOP



MASERATI



CARQON



Centauer



Centauer



# Centauer



CARQON



# Sketches BRING The Netherlands



# Akera bike - The Netherlands





Winora

LAYOUT 1

# LAYOUT 1 | Refined Idea 2



Raleigh

Concept optimisation / **E-Chopper V2**



Velo Mad



WITT





# WITT ( ELGIGANTEN)



Kawasaki



FIAT 500



First bike made



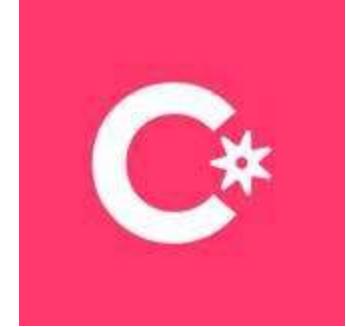
# Classic



**Comfort**



**Compact**



# Cargo

JEEP kids e**bike**



# VELO SOLEX



SPARTA



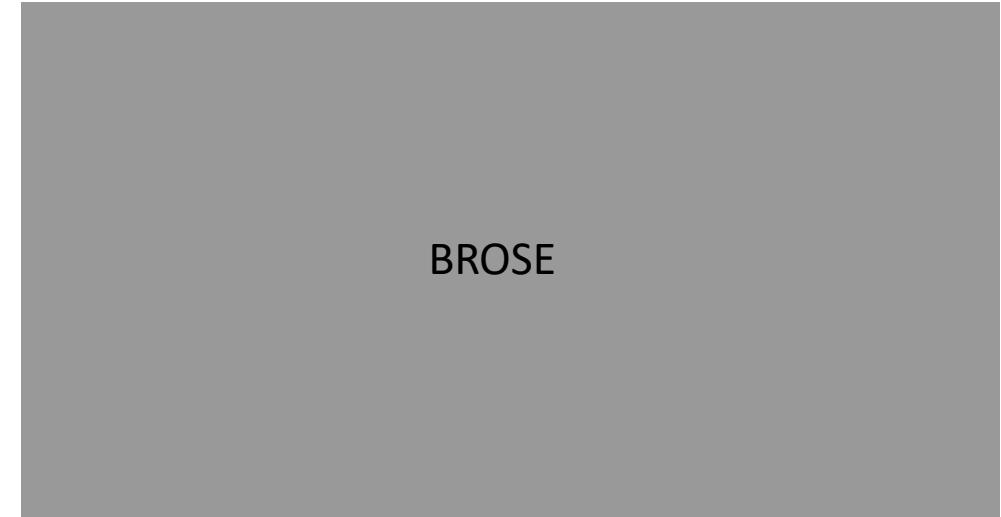
full carbon







BROSE

















Battery in the tank.  
Protanium patent.



145 Units in a 40" HQ container.  
Info and order: [info@protanium.com](mailto:info@protanium.com)  
Colors: Your colors - your brand



#### Model Protanium CRUIS24 Specifications:

24" Wheels, 3 speed, alloy frame with internal cable routing, thumb throttle,  
chrome fenders, patented Protanium TALK motor

Battery in the tank.  
Protanium patent.

145 Units in a 40" HQ container.  
Info and order: [info@protanium.com](mailto:info@protanium.com)  
Colors: Your colors - your brand



#### Model Protanium CRUIS24 Specifications:

VW



Cargo bike T1



Volkswagen

BATAVUS



GHOST



RALEIGH



RALEIGH



Porsche 359 REPLICA



## Lynx conversion to electric car



# PROTOTYPES

## E-Carver



# PROTOTYPES

## E-Carver



POST MALONE



BATAVUS



 YAMAHA

  
**BATAVUS**

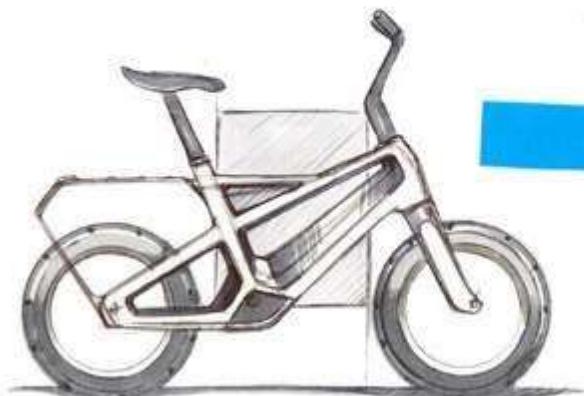
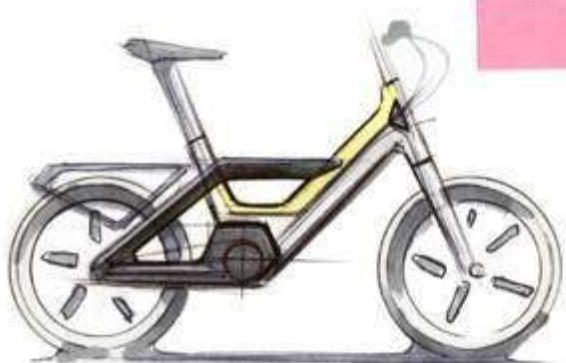


# LAYOUT 1 | SELECTED SKETCHES



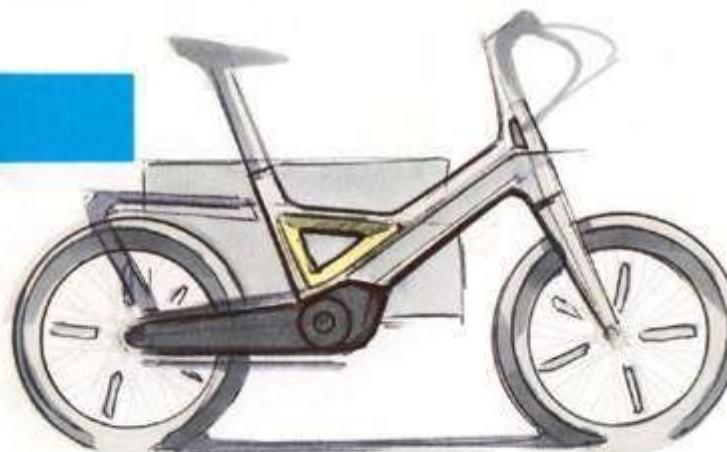
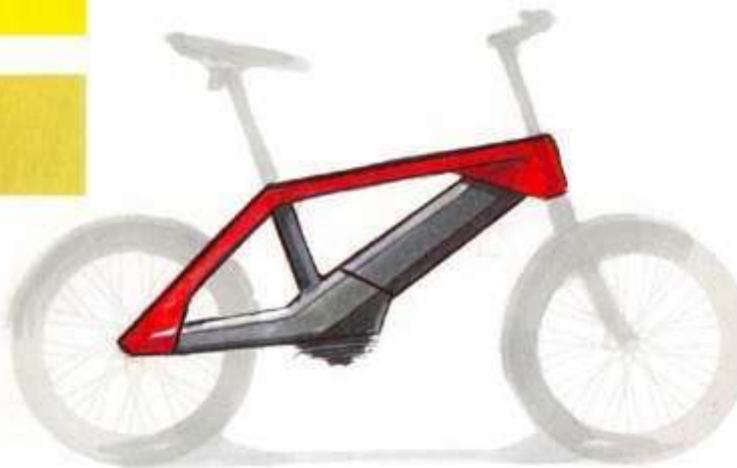
SoleX

## LAYOUT 2 | SELECTED SKETCHES



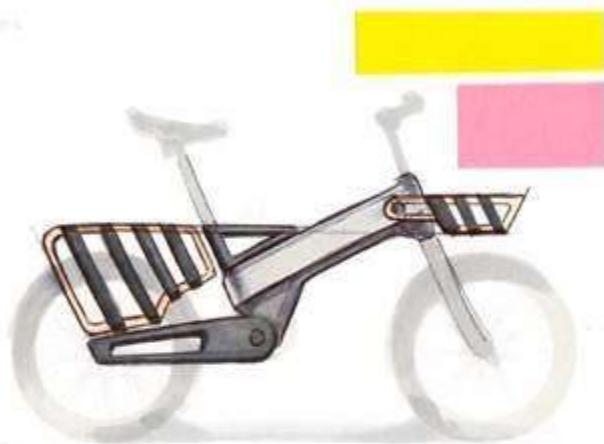
*Solex*

# LAYOUT 3 | SELECTED SKETCHES



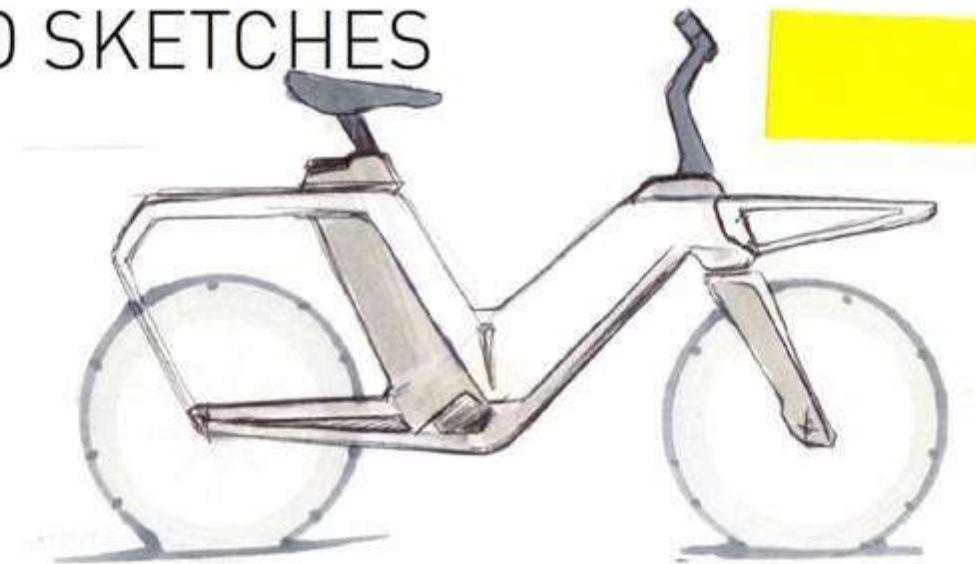
SoleX

## LAYOUT 4 | SELECTED SKETCHES



Solex

## LAYOUT 5 SELECTED SKETCHES

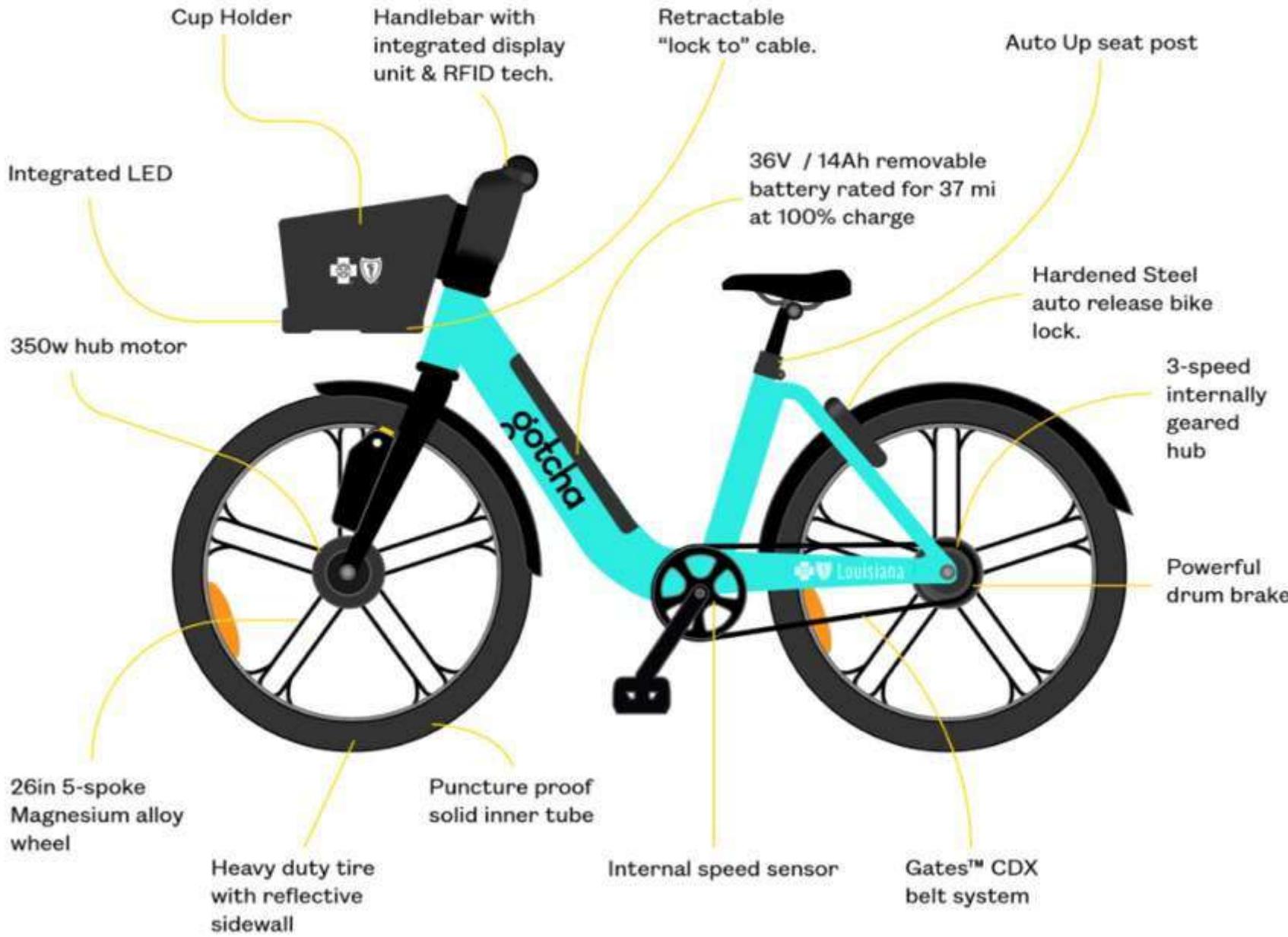


Solex

## LAYOUT 6 | SELECTED SKETCHES



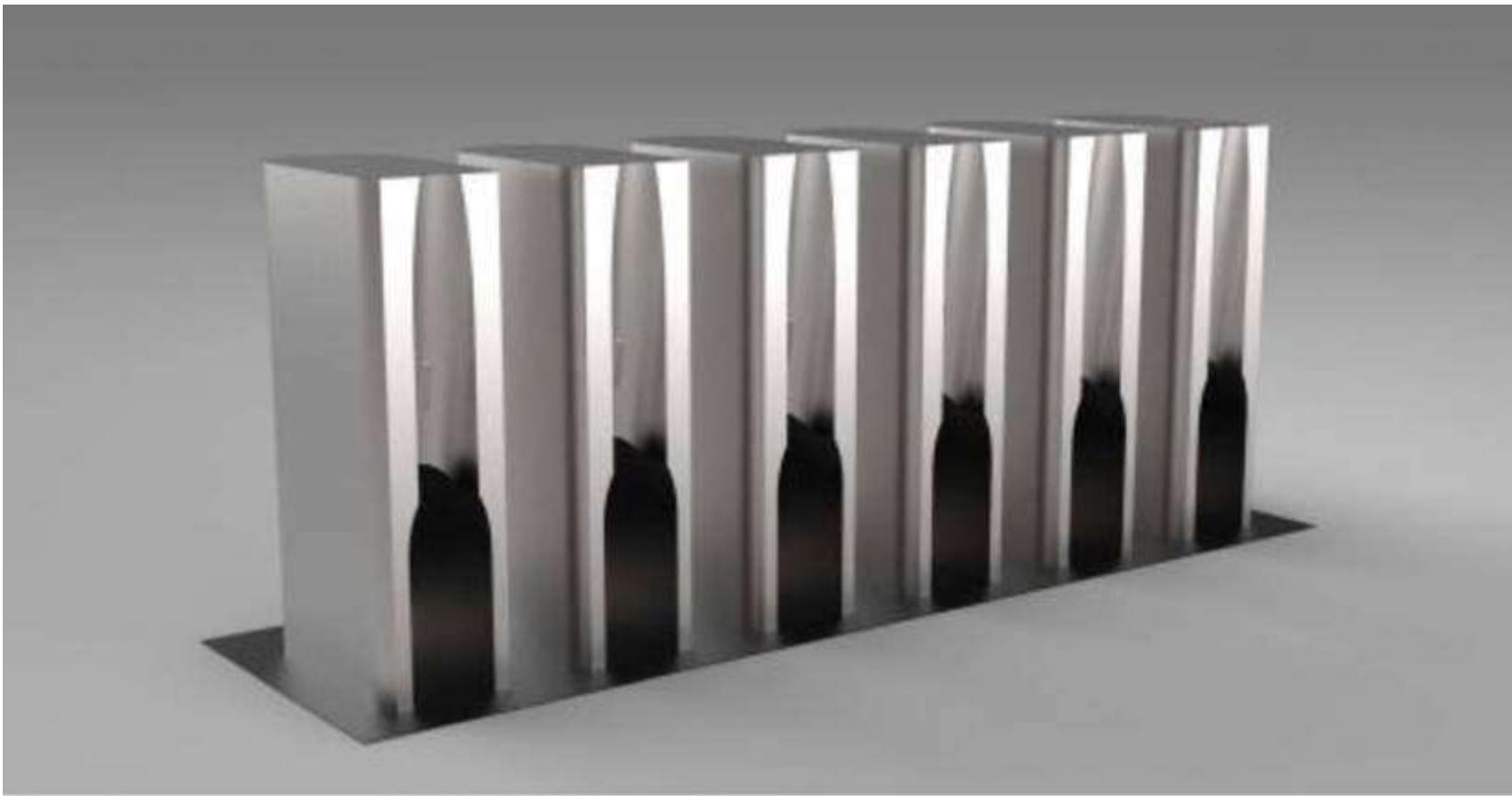
*Solex*



Solex



soleX



Station de recharge pour trottinettes autorisées,  
permettant la limitation du stationnement anarchique  
tout en rechargeant les batteries.

**easybike**  
GROUP

# Bikeshare bikes

Solution 1

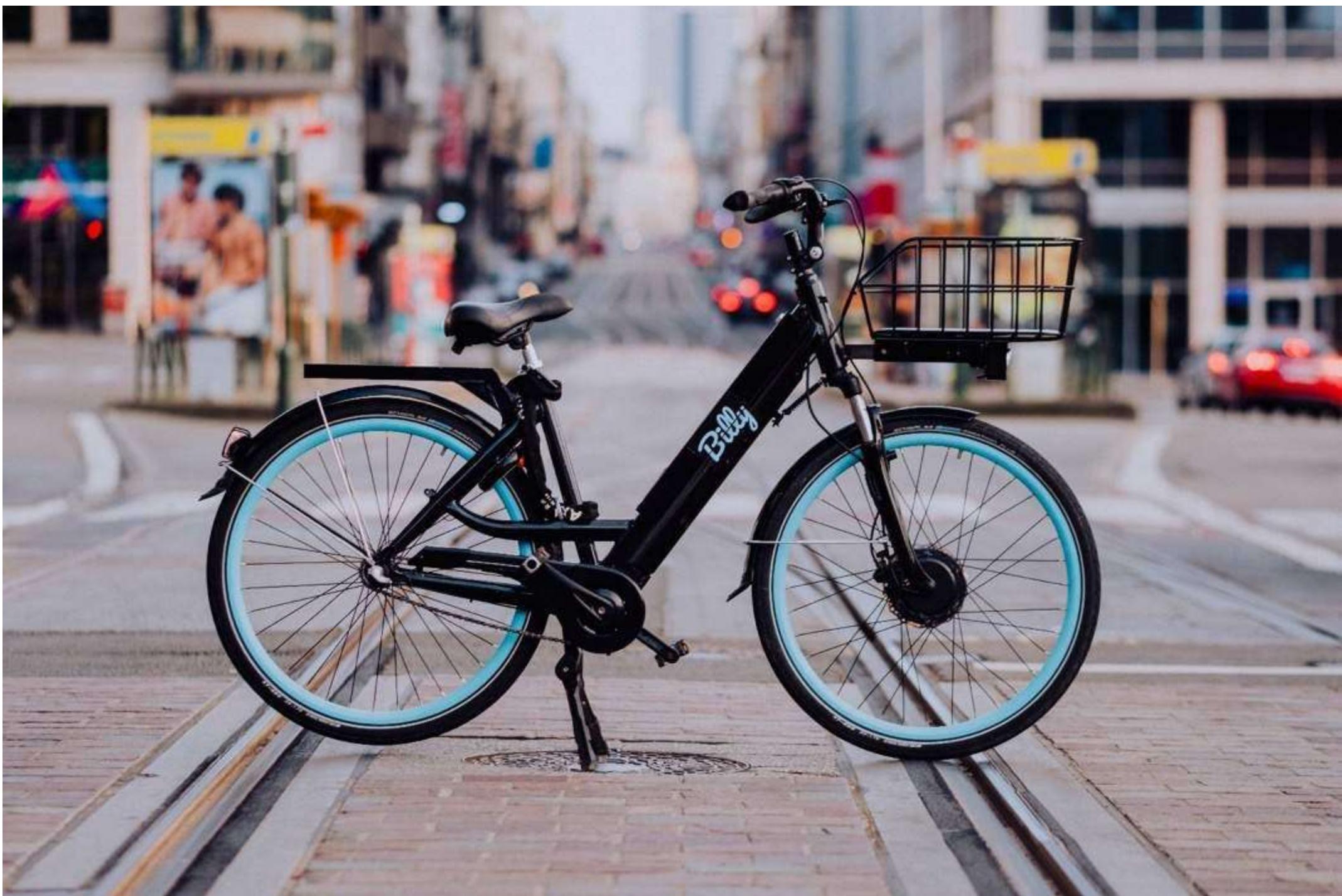




# Bikeshare bikes

Solution 2





# Bikeshare bikes

Solution 3



Electronic battery lock



# Bikeshare bikes

Solution 4





[https://competition.adesignaward.com/designer.php?profile=1  
7862](https://competition.adesignaward.com/designer.php?profile=17862)

# Bikeshare bikes

Solution 5



Electronic battery lock

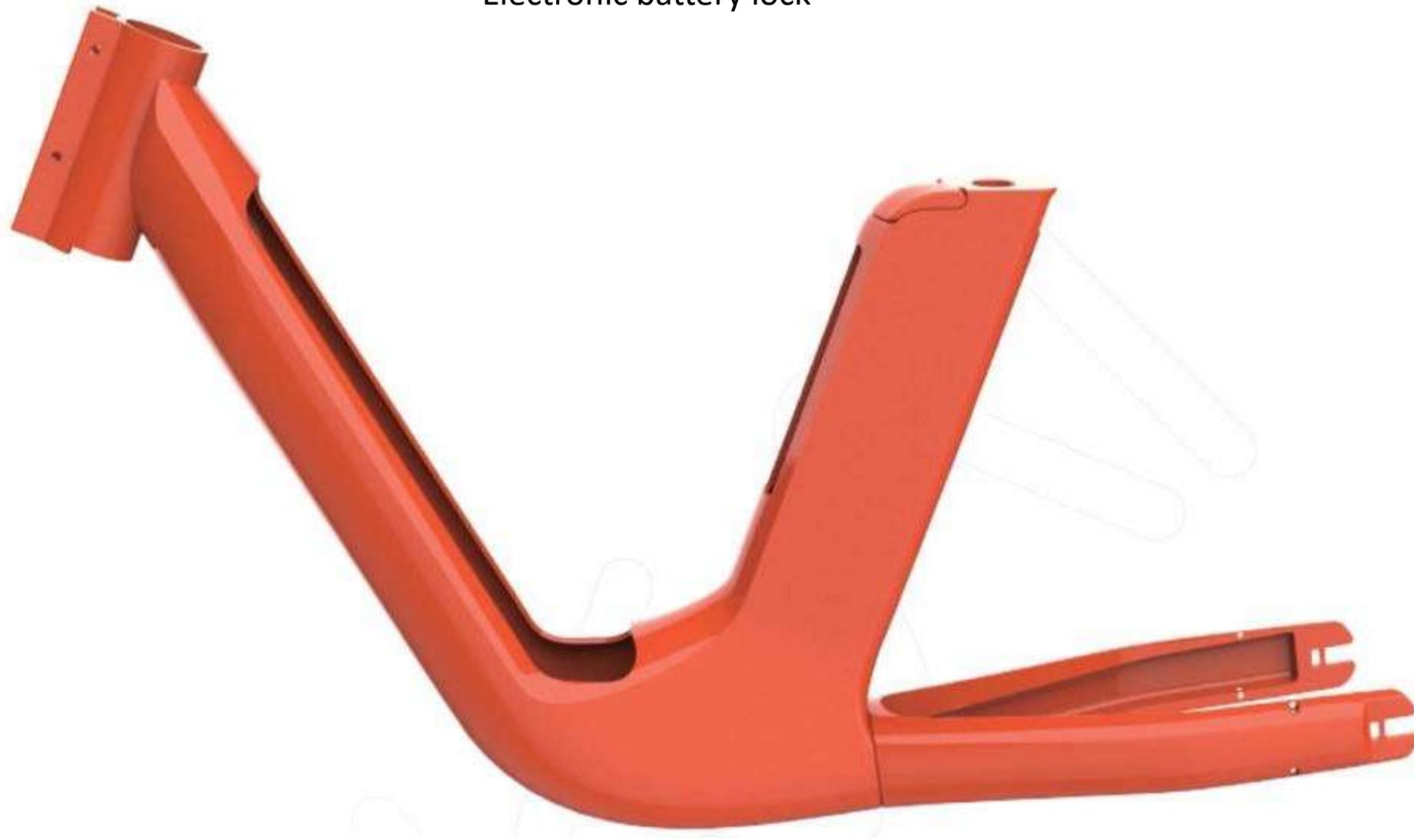


# Bikeshare bikes

Solution 6



Electronic battery lock

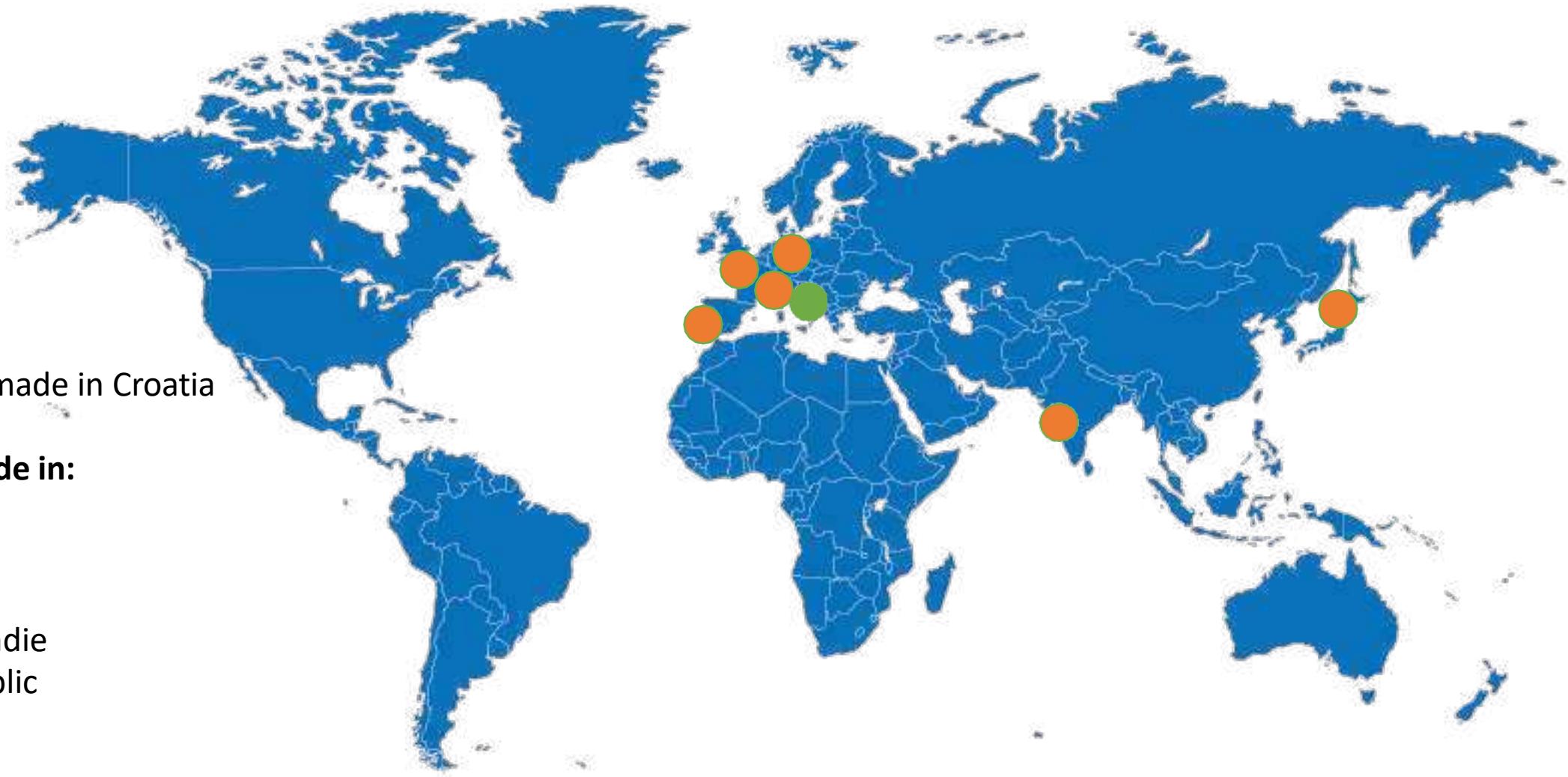


# Production Brian Hoehl

- Prototypes made in Croatia

## Production made in:

- Germany
- Poland
- Portugal
- The Normandie
- Czech Republic
- Taiwan
- India



WORLD DESIGN RANKING  
1# The World  
Vehicle Design



WORLD'S LEADING DESIGNERS

**Asbjoerk Stanly Mogensen (Brian Hoehl)**

*World's #1 Designer in 2020*  
*Vehicle, Mobility and Transportation Design*

[designers.org/!178624](https://designers.org/!178624)  
#DesignClassifications

WORLD DESIGN RANKING  
3# USA  
All disciplines



#3 DESIGNER IN  
UNITED STATES  
OF AMERICA 2020

Asbjoerk Stanly Mogensen (Brian Hoehl)

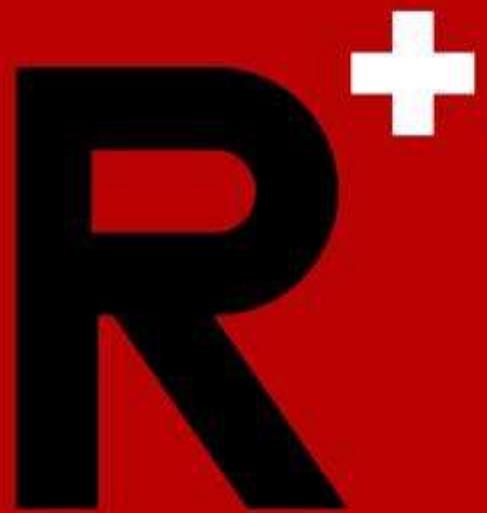
**About WDR - World Design Rankings**

This is to certify that on October 28, 2020, Asbjoerk Stanly Mogensen (Brian Hoehl) was ranked #3 among all designers in United States of America who have competed in the international i\* Design Award & Competition. The WDR - World Design Rankings ranks the very best, award winning designers and brands in all countries in order to highlight and determine the top creators from across the globe. The WDR rankings system has become an important reference when discussing about design potentials of countries worldwide.

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WORLD DESIGN RANKING  
8# The World  
All disciplines

# Asbjoerk Stanly Mogensen



#DesignerRankings  
[designers.org/!178624](https://designers.org/!178624)

World's #8  
Designer in  
2020

BEST  
DESIGNERS  
OF THE WORLD



**WORLD  
DESIGN  
RATINGS**

**DESIGNER TITLE  
PROCLAMATION**

January 26, 2021 / 178624

ASBJOERK STANLY MOGENSEN (BRIAN HOEHL)

*has been awarded lifetime honorific designer title of*

**GRAND MASTER**

*by the World Design Consortium*

Lifetime  
Grand Master  
Title  
All disciplines by  
The World Design Consortium