

Presentation In&motion airbag technology

2024

Who are we ?



+80 000
riders

+200
millions
km

+8 500
falls

In&motion specializes in the
development of **intelligent airbag
systems**

The world's largest dedicated
motorcycle airbag team,
Leader

Official airbag supplier

**MotoGP
Dakar
Tourist Trophy**

+ over **80,000 users**

+ over **200 million kilometers**
traveled

+ More than **8,500 falls** recorded
and covered



MAIN POINTS OF THE SYSTEM

Technology : Detect – Protect – Perfect

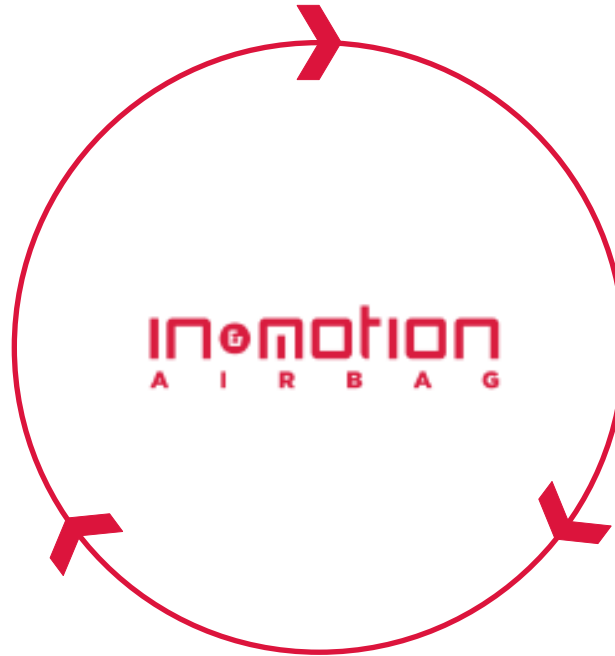


DETECT



Sensor data

With **embedded proprietary algorithm**, the system, also called “In&box” measures the position of the user **1000 times per second to detect a fall**.



PROTECT



Fast deployment

In less than **60 milliseconds***, the airbag is inflated at the optimum pressure, protecting the user from impacts.

Covered body areas include the **thorax, abdomen, neck and spine**.

Evolutionary technology

More than **200 000 000 km** traveled by **thousands of users** that contributed to the system and detection strategy improvements.



PERFECT

Detection device : In&box



DETECT



Autonomy : +30h
USB charging time : 2h



Easy to use
No cable, no sensor



Autonomous
Doesn't need to be paired with the
smartphone to operate



Auto stand-by mode
15 days battery



Updates

Automatic mobile app or Wi-Fi downloading



Removable
locking slide button



Protection : Airbag



PROTECT



Protection vitale areas
Spine, neck, thorax, abdomen



Independent or integrated
Worn under the jacket



Comfortable
Stretch & respirant



Lightweight
Around 0,9kg



Re-usable
After inflation process done
by the user *



Integrated CE back protector
(Lvl 1 or 2 D3O depend of the model)



Shell

To insert the In&box



Gas canister

« Inflator », lifetime: 10 years



Certified airbag 5/5 stars SRA**

Appli : My In&box

Available on iOS and Android



4.7★

2.25K reviews



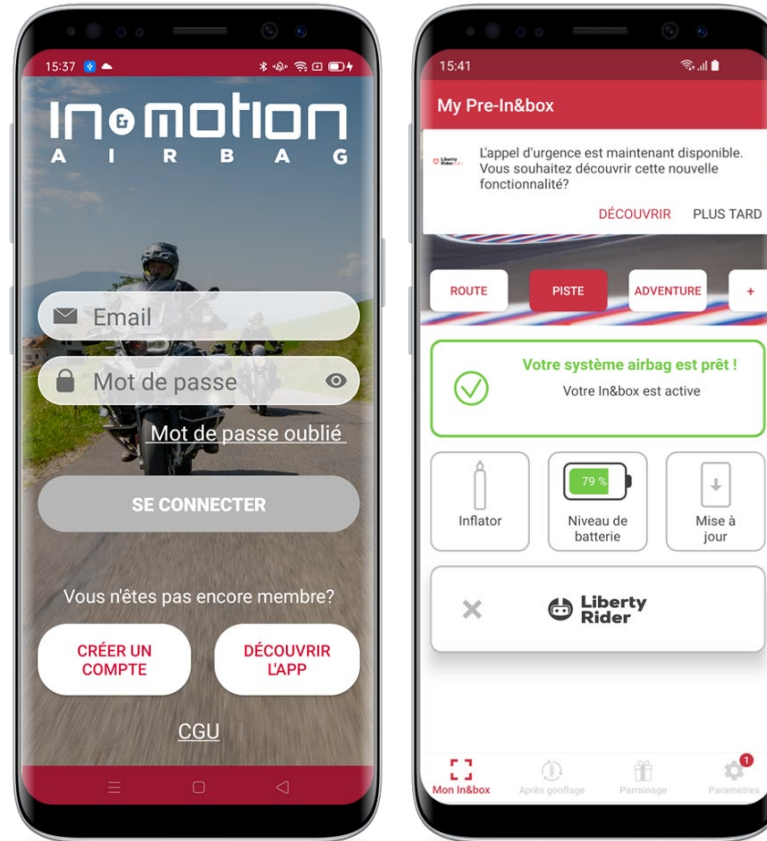
★★★★★ 4.8

169 Ratings

BLE connection



Notifications and alerts



Detection mode : road, track or adventure

And MX coming soon !!



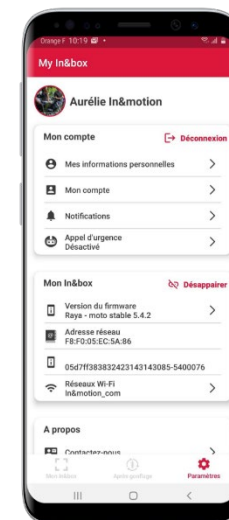
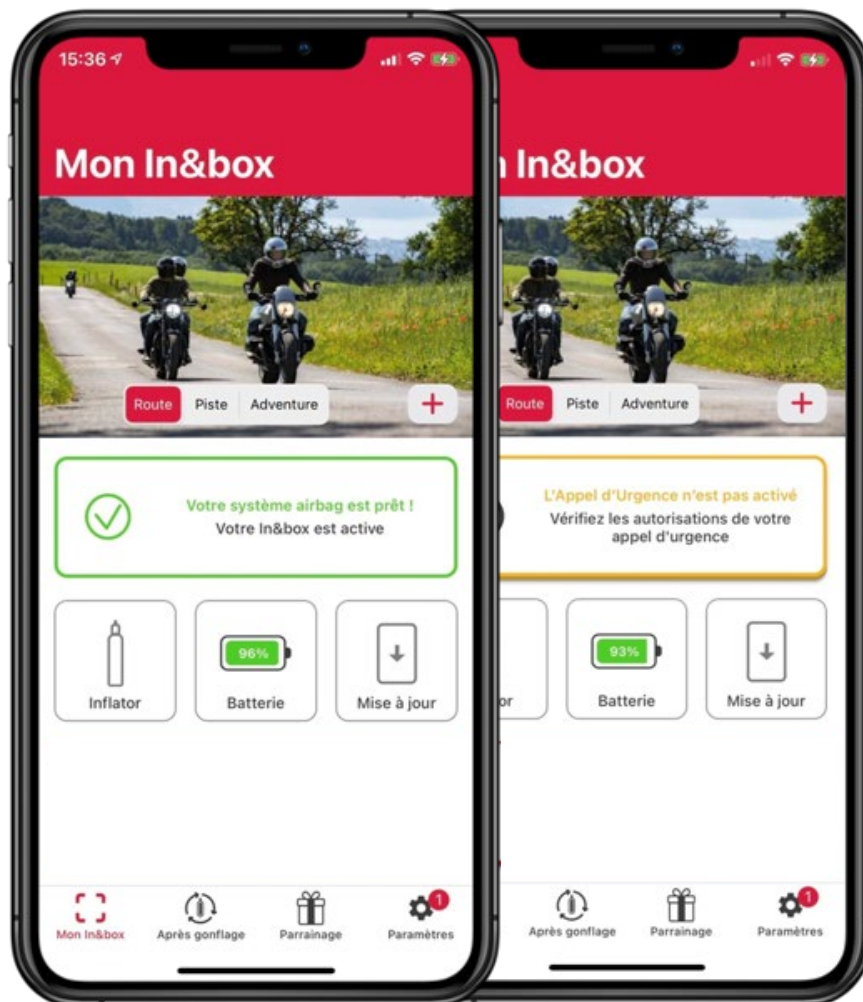
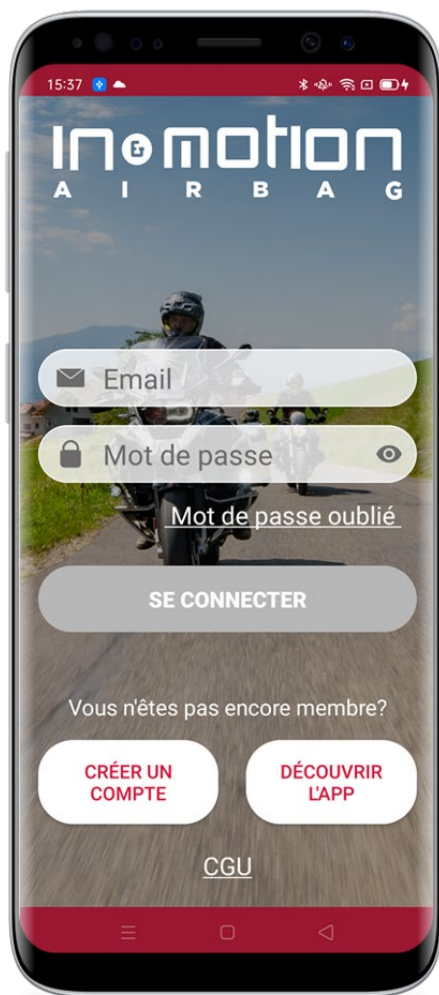
Account management



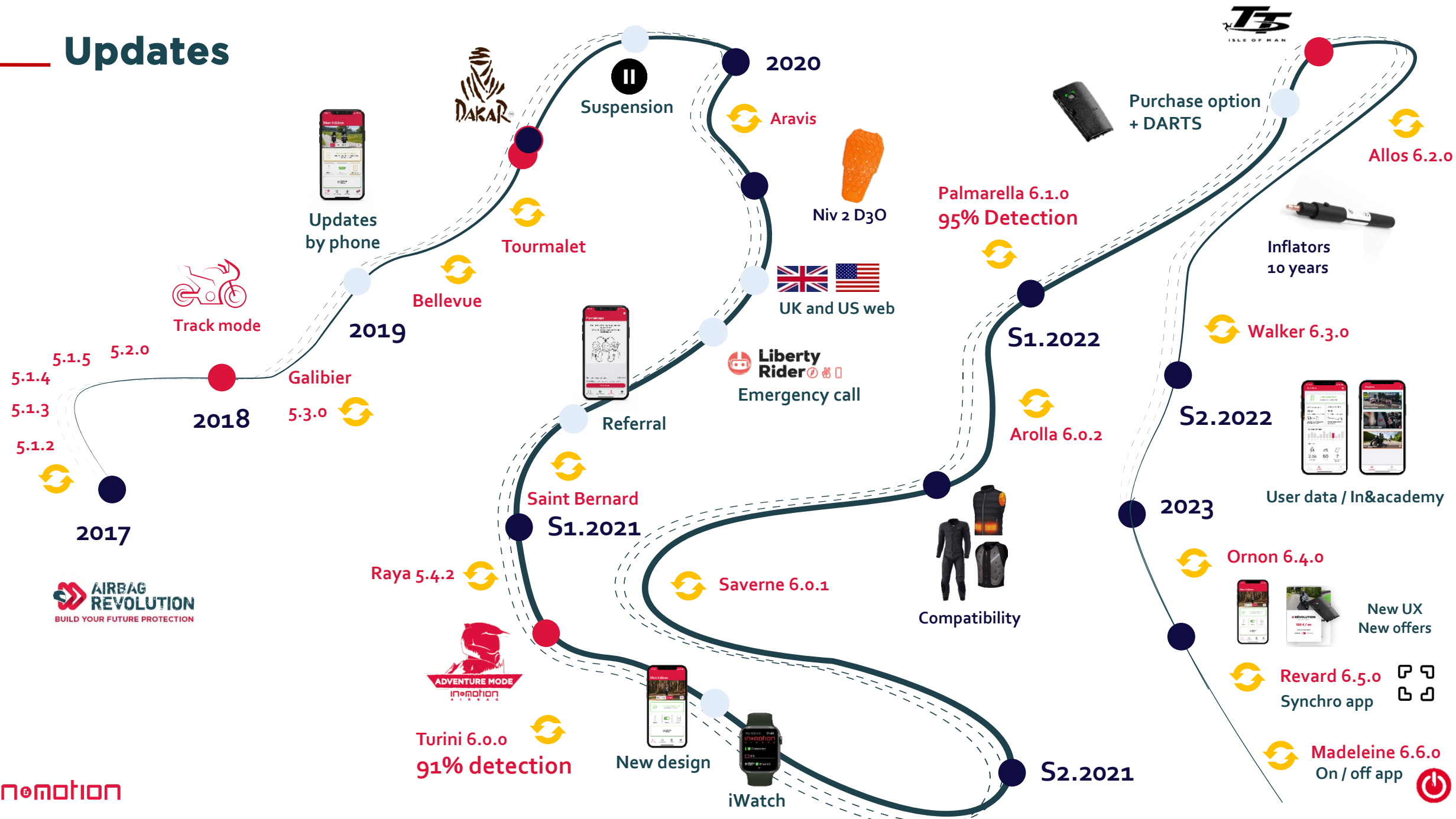
12 x Referrals



Appli : UX



Updates





IN&CLUB

Membership: how to get it?



1

**BUY YOUR AIRBAG
PRODUCT WITH
IN&MOTION TECHNOLOGY**

From your dealer



2

**DOWNLOAD MOBILE APP
«MY IN&BOX»**

Available on iOS and Android



3

**CREATE YOUR ACCOUNT
AND SUBSCRIBE TO AN
IN&MOTION MEMBERSHIP**

Buy or lease, the choice is yours!
If In&box not included, place order

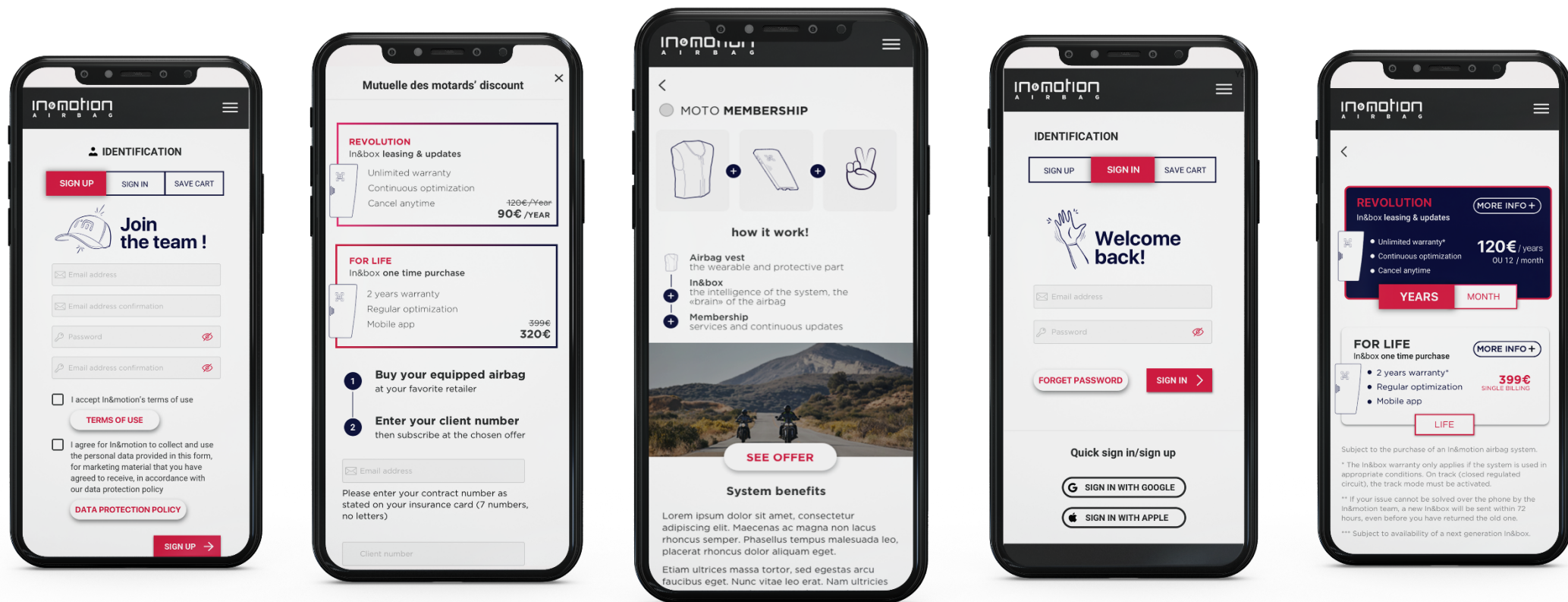


4

PAIR YOUR IN&BOX

Follow the procedure in
your application "My
In&box" application

Membership: everything is fluid!



A quick and easy way to join!

Membership: how to get it?



*for monthly membership only and within the limit of 4 months per year. Suspension fee: 4€/month
 **see sliding scale, prorata seniority

Offers : You have the choice!

IN&BOX REVOLUTION

Subscribe with no commitment



- ✓ Rent the In&box
- ✓ 1 detection mode included
- ✓ In&box lifetime updates
- ✓ In&box lifetime warranty¹

120€ / YEAR

OR 12€/ month

REVOLUTION advantages (leasing):

- More flexible financing
- Accessibility
- Flexibility: suspension or cancellation – **no commitment**
- Premium service: quick changeover in case of problems, unlimited warranty
- No electronic obsolescence

IN&BOX CLASSIC

No subscription, buy the In&box



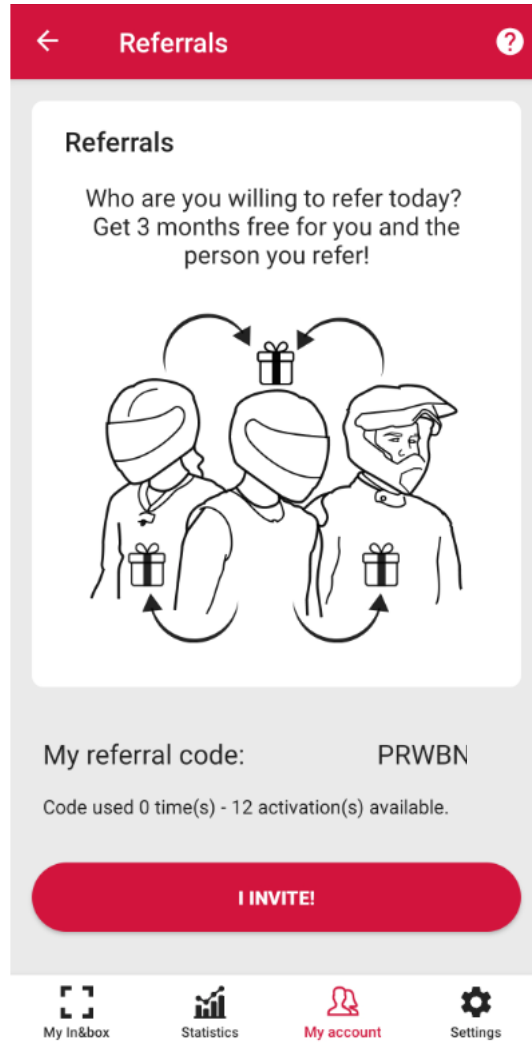
- ✓ In&box purchase
- ✓ 1 detection mode included
- ✓ In&box updates available

400€

REGULAR advantages (purchase):

- Immediate property
- Lower cost after 4 years of use (if used all year round – no winter suspension for example)
- One-off payment
- 2 years warranty

App : Referrals



**REFER YOUR FRIENDS AND
FAMILY AND GET UP TO ONE
YEAR'S FREE MEMBERSHIP**

→ Up to 12 referrals
(12 X 3 = 36 months free = 360€)



AND WHAT ABOUT THE OTHERS?

Competition :

7 axes of comparison :

- | | |
|----------------|-------------|
| 1. Legitimacy | 5. Usage |
| 2. Comfort | 6. Price |
| 3. Performance | 7. Services |
| 4. Protection | |



Competition : Legitimacy



Smart Jacket



Tech-Air 10



Tech-Air 3



Tech-Air 5



Bering E Protect



In&motion

Legitimacy	Know how	Generalist	Generalist		Generalist
	MotoGP	Yes	Yes		No
	Dakar	No	Yes		No
	TT	No	No		No
Market	Target	Commuter	Track	Commuter	Road + track
					Road
					Polyvalent

Concurrence : Comfort



Smart Jacket



Tech-Air 10



Tech-Air 3



Tech-Air 5



Bering E Protect



In&motion

Confort	Weight	1,8kg	2,4 kg	1,8kg	1,9kg	2kg	1,3kg
	Wearable	Over or under the jacket	Under suits	Over or under the jacket	Under the jacket	Over the jacket	Under the jacket
	Compatibility	All types of jackets	Alpinestars suits + compatible suits	All types of jackets	Majority of jackets	All types of jackets	Majority of jackets + I&M compatible suits
	Breathability	++	+++	++	+	+	+++
	Waterproof / Cleaning	No	Base layer	Weatherproof/ Cleanable	No	Mixte - 4 sizes XS/S - M/L - XL/XXL - 3XL/4XL	No
	Others	2 canisters on the bottom back	Heavy canisters on the neck	Men / Women	Heavy canisters on the neck	Easy switch on by clothing the jacket Not compatible with a backpack	Canister integreted in the back protector

Competition : Performances



Smart Jacket



Tech-Air 10



Tech-Air 3



Tech-Air 5



Bering E Protect



In&motion

Performances

Detection time	NC	NC	NC	NC	NC	4 to 20ms
Inflating time	45ms	20 - 40ms	20 - 40ms	20 - 40ms	50ms	30-35ms
Detection rate	NC	NC	NC	NC	NC	95% road
Track mode	No	Yes	No	Yes	No	Yes
Off Road mode	No	No	No	No	No	Yes
SRA Ranking (on 5)	No	No	No	No	4 stars	5 stars
Amount of data	NC	NC	NC	NC	500 000 km	+160 millions km , more than 70 000 users, 10 000 falls

Competition : Protection



Smart Jacket



Tech-Air 10



Tech-Air 3



Tech-Air 5



Bering E Protect



In&motion

Protection

Thorax	Yes	Yes	Yes	Yes	Yes	Yes
Abdomen	No	No	No	No	Yes	Yes
Ribs	No	Yes	No	Yes	No	No
Hips	No	Yes	No	No	No	No
Shoulders	No	Yes	No	Yes	No	No
Neck	No	No	No	No	Yes	Yes
Spine	Yes	Yes	Yes	Yes	Yes	Yes
Coccyx	No		No	No	Yes	No
Back Protector	No	Yes, full back lvl2	No	Yes, central back lvl1	Yes, full back lvl1	Yes, full back lvl1 or 2
Gas volume	11 liters	?	?	12 liters	15-18L	12 liters
Number of inflations	?	3	?	?	4	3 – 5 – 8

Concurrence : Usages



Smart Jacket



Tech-Air 10



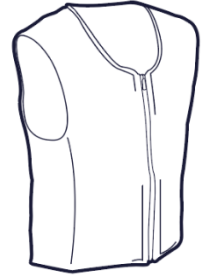
Tech-Air 3



Tech-Air 5



Bering E Protect



In&motion

Usages

Autonomy	26h	24h	40h	30h	500h	30h
Self -recharge	By Dainese (or official dealer)	Alpinestars (or official dealer)	Alpinestars (or official dealer)	By Alpinestars	By Bering	Yes
Switch (ON/OFF)	Magnetic vest closure	By closing the belt (scratch)	Magnetic vest closure	Magnetic vest closure	Magnetic vest closure	Automatic or double pressure on the box
LEDs/ Dashboard	Front of vest	On belt / Remote possible BLE	Front of vest	Front of vest	Application Bering et bip sonore	In&box (product back) or app/ appwatch
Updates	Via usb cable	Via app (BLE)	Via app (BLE)	Via usb cable	Via app (BLE)	Automatic (Wi-Fi / Bluetooth)
Updates frequency	1 in 15 months	NC	NC	1 in 10 months	NC	11 in 30 months (1 each 2,7 months)
Apps	No	Android / iOS	Android / iOS	Android / iOS	Android / iOS	Android / iOS
Apps store rate		1,8 / 5	1,8 / 5	1,8 / 5	NC	4,7/5

Competition : Price



Smart Jacket



Tech-Air 10



Tech-Air 3



Tech-Air 5



Bering E Protect



In&motion

Prix

Jacket

629 €

1 200 €

499 €

649 €

299 €

400 €

Memberships

No

No

No

No

Buying 299€ ou Location
11,99€/mois
Cost of 99€ if you want
to re subscribe

Buying 399€ or Leasing
12€/month - 120€/year

Cost of recharge

250 €

149 €

99€

149 €

129 €

90 €

Maintenance

NC

Yes 250€

49€ / 2 years

49€ / 2 years

39/yr (battery)
+ Additional battery

No

Total price (after 3
years + one
inflation)

879 €

1 349,00 €

598 €

798 €

1 123 €

805 €

Referrals

Yes (up to 3 year free
360€)

Concurrence : Services



Smart Jacket



Tech-Air 10



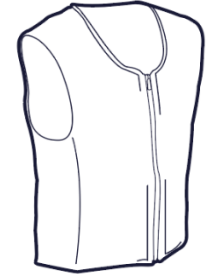
Tech-Air 3



Tech-Air 5



Bering E Protect



In&motion

Services

Warranty

2 yr

2 yr

2 yr

2 yr

2 yr

2 yr + unlimited on elec

Premium services

No

No

No

No

No

Yes

Freedom

Yes (suspension or cancel 99€)
Suspension 2 to 5 months once a year only one time

Oui (suspend up to 4, cancel anytime for freem, go from leasing to buying whenever you want)

Emergency call

No

No

No

No

Yes (FR, ITA, GER, BEL)

Yes (FR, ITA, GER, BEL)

Concurrence : Légitimité



Smart Jacket



Tech-Air 10



Tech-Air 3



Tech-Air 5



Bering E Protect



In&motion

Legitimacy	Know how	Generalist	Generalist			Generalist	Airbag Specialist
	Présence MotoGP	Yes	Yes			No	Yes
	Présence Dakar	No	Yes			No	Yes
	Présence TT	No	No			No	Yes
Market	Target	Commuter	Track	Commuter	Road + track	Road	Polyvalent

Mémo

#1

In&motion

Unique know-how, made in France

#2

DPP

Detect, Protect, Perfect

#3

The best protection

Database, protection zones & comfort

#4

Rent or buy: much more than a subscription

Two payment solutions and associated services (SAFT = Security, Accessibility, Freedom, Tranquility)

IN&ACADEMY



Concept

Objectives :

- Ongoing training
- Rewarding teams

 **GO DIGITAL !**

Project : 3 pillars



Training

- Training content
- Theme/capsules
- Gamification
- Scoring



Sales

- Airbags scanning
- Sell-out score



Reward

- 1 sale = 1 point Store access according to training
- Simple orders



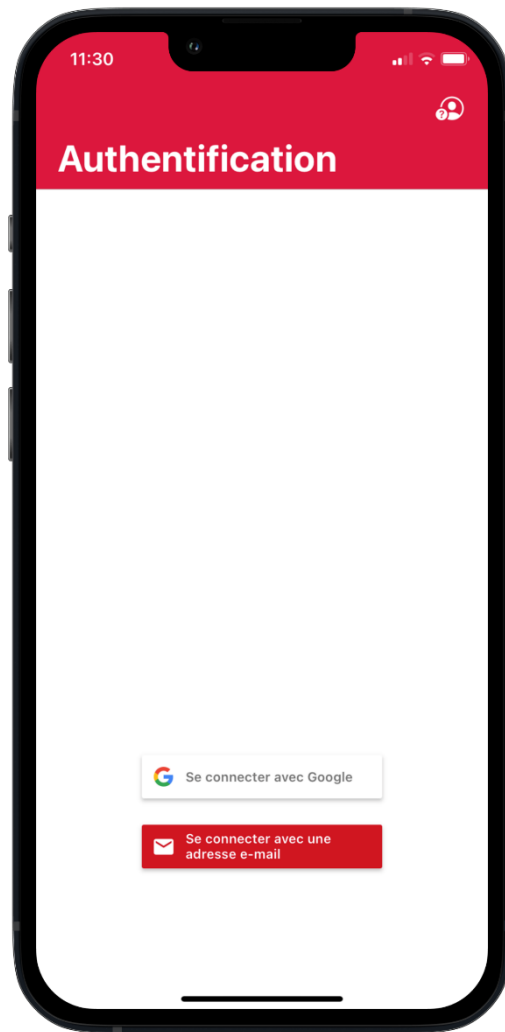
In&academy

Version 1.0 (8)



Accessibility

Create an account
by e-mail
« 5 minutes »



11:30

Authentification

Se connecter avec Google

Se connecter avec une adresse e-mail



11:31

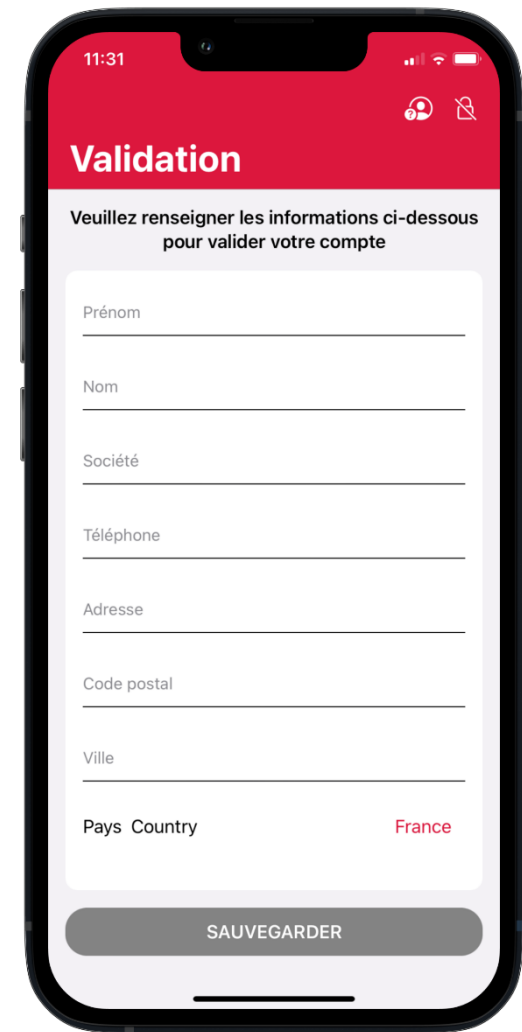
Retour Enregistrer

Créer un compte

Adresse e-mail quentin.forge@hotmail.fr

Nom ForgeQ

Mot de passe



11:31

Validation

Veuillez renseigner les informations ci-dessous pour valider votre compte

Prénom

Nom

Société

Téléphone

Adresse

Code postal

Ville

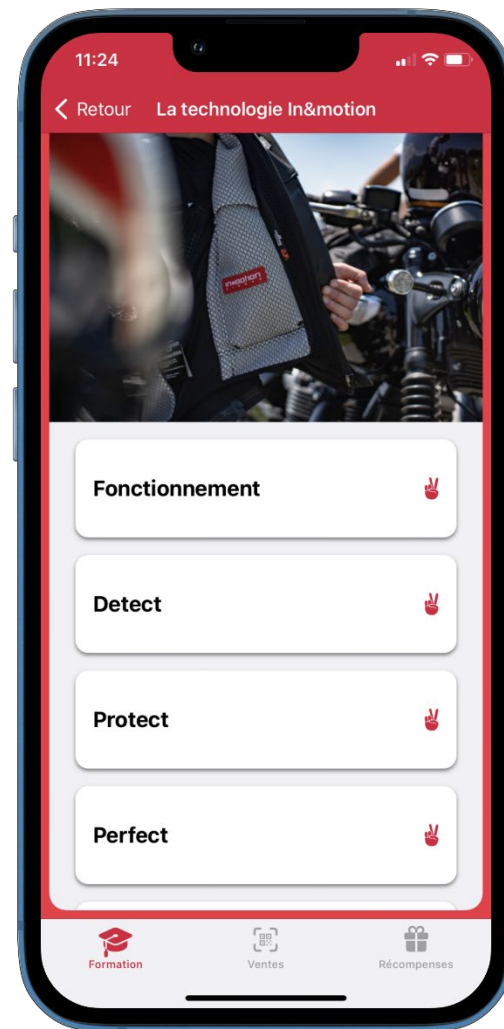
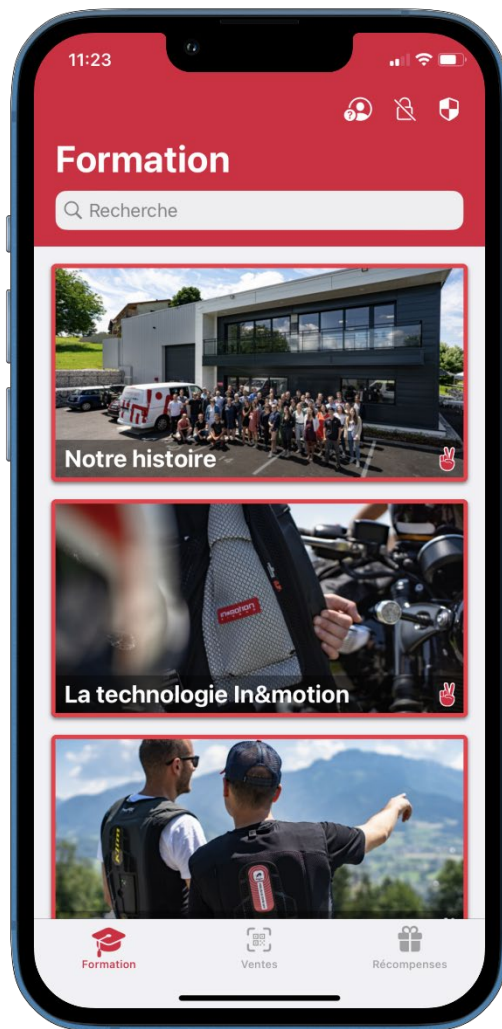
Pays Country France

SAUVEGARDER

Training

10 chapters 52 capsules

"2 minutes of reading per capsule, approximately 1h30 of training".



Quizz

51 Q&A

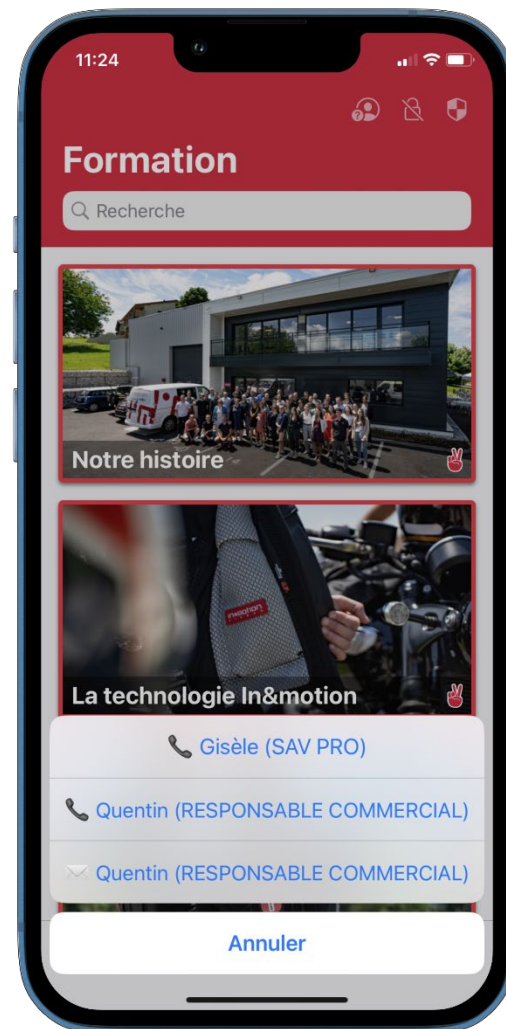
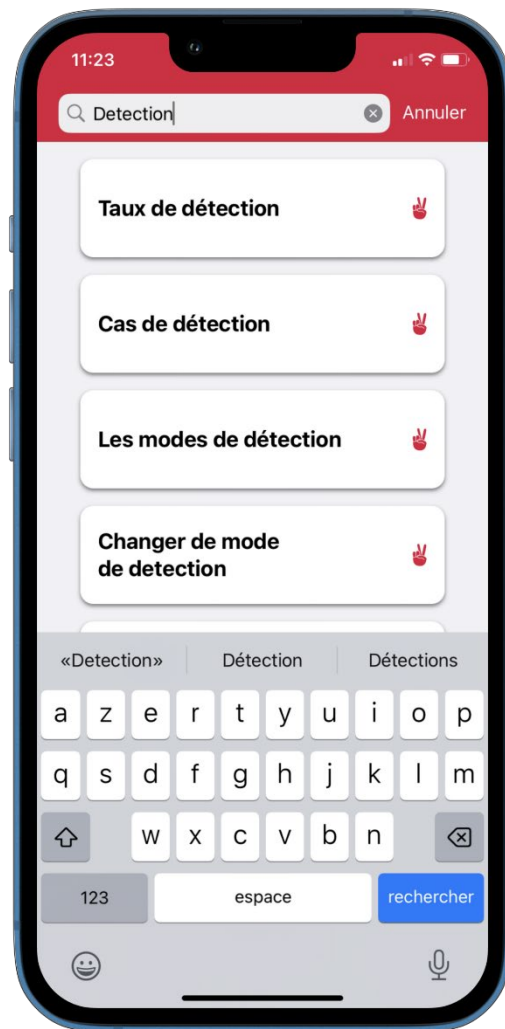
"Simple questions to
validate knowledge



Support

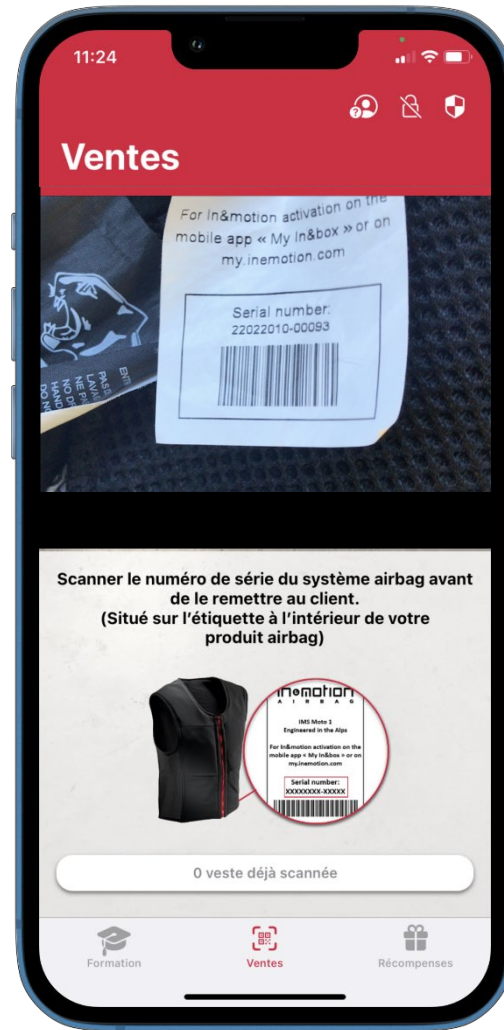
Search bar In&team
contact

« Always by your side »



Sales

Product scanning
« 1 sale = 1 point »



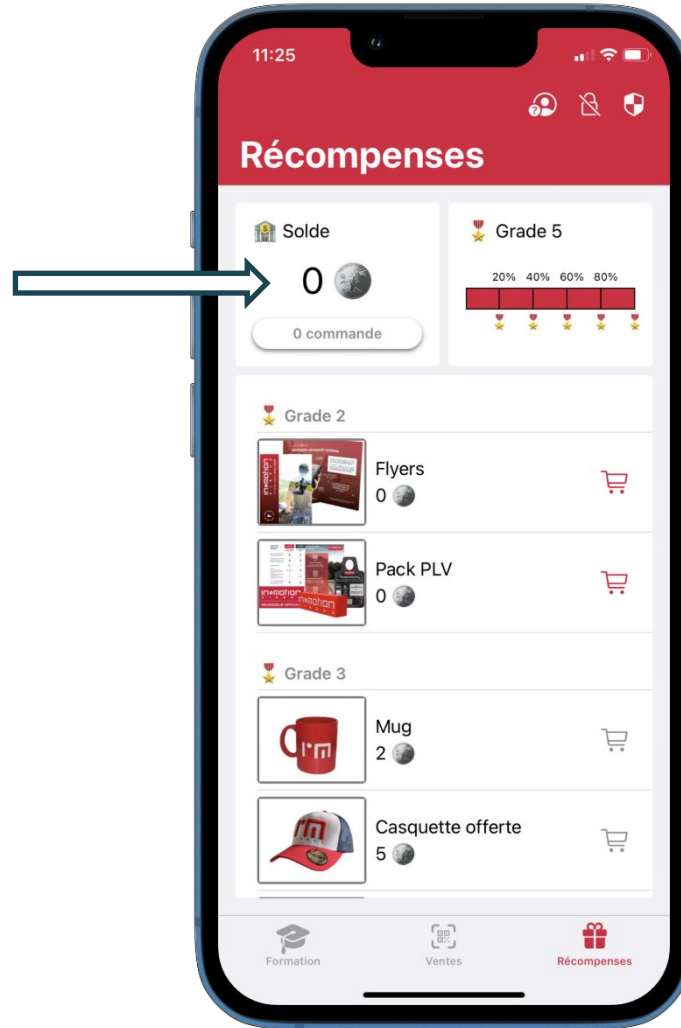
➡ AB serial number scan

➡ Point marked if paired

➡ No double counting

Rewards

Sales scoring
1 vente = 1 point



- ➡ Access rewards according to training(Grade 1 to 5)
- ➡ Vendor or store account (parent)
- ➡ Vendor gifts or store gifts
- ➡ Simple POS orders (flyers, counter cards, etc.)

Apprx 5€ / point

A motorcyclist wearing a black leather racing suit and a blue and white helmet is shown in profile, looking down at a smartphone held in their right hand. The background is a clear blue sky with some green foliage visible on the right. The text 'IN&BOX UPDATER' is overlaid in white, bold, sans-serif font across the center of the image.

IN&BOX UPDATER

In&box Updater

TO INSTALL AND SHARE IN-STORE!

Simple PC application for In&box updates and/or synchronization

Lien : <https://apps.inemotion.com/inebox-updater/>



Let's save lives

Quentin Forge
Responsible Trade Marketing
quentin.forge@inemotion.com

#AirbagRevolution

#Wairbags

#TechSaveLives

#IMProtected