



## Focus on urban mobility

May 2017

### **Bosch eBike Systems at E BIKE DAYS in Munich**

- ▶ Wide range of products and services for pedelec enthusiasts
- ▶ eBike test trails for beginners and professionals
- ▶ Active promotion of urban mobility

Stuttgart/Reutlingen – Bikes with electric tailwind will again be the centre of attention in Munich's Olympic Park from May 19-21, 2017. More than 100 bicycle brands, manufacturers, retailers and tourist regions will have a presence at the E BIKE DAYS, which are taking place for the second time in the Bavarian capital, traditionally an important centre for cyclists. Bosch eBike Systems will again be strongly represented there and, as an exhibitor and main sponsor, will be providing information on the latest developments and products. There will also be an opportunity for all visitors to try out their skills on two test trails specially designed for eBikes and also to take part in riding technique courses.

#### **Enjoying the eBike experience at first hand**

The Uphill Flow test trail is a sporting challenge. eMountain bikers can master steep ascents and experience the so-called Uphill Flow. The route, which is 2.4 kilometres in length with a difference in height of about 100 metres, is a mixture of paved pathways and sections on grass and cobblestones. Just as in more typical mountain bike terrain, the challenge here is to use the correct riding technique. The former trial professional Stefan Schlie will be giving professional tips to help visitors learn to ride correctly with power assistance. In addition, Bosch will be providing an urban test trail that crosses the Olympic Park and is ideally suited for eBike beginners in particular. This will give visitors an opportunity to experience for themselves the unique sensation of riding an eBike.

#### **Munich shows the way**

According to Tamara Winograd, Head of Marketing and Communication at Bosch eBike Systems, "The E BIKE DAYS in Munich are an ideal platform for us to demonstrate Bosch's eBike system to an interested audience. The advantages of eBikes are particularly evident in urban areas: the pedelec is the fastest means

of transport in cities." Pedelecs can also play a significant role in promoting sustainable urban development and creating agreeable inner-city space. A further advantage is that they conserve resources and reduce emissions.

Major cities such as Munich have already recognised these benefits and are actively encouraging the use of eBikes. Since April 2016 there has been a €22.2-million programme in place to encourage the commercial use of electric vehicles: this scheme also includes eBikes and charging facilities. Specifically, those companies which acquire pedelecs receive a subsidy of up to €500 per vehicle. In January 2017 Munich's City Council extended the subsidies to include eCargo bikes used purely for private purposes. As far as cycling infrastructure is concerned, the Bavarian capital can certainly claim to be a role model: there are already 58 cycle highways in Munich, more than in any other German city, while the network of cycle paths extends over more than 1,200 kilometres. And it is planned that bikes will account for 25 percent of inner-city traffic by the year 2021. [Here](#) is further information here about the "cycling capital" Munich.

### **Commitment to urban mobility**

Bosch eBike Systems is also getting involved. As Claus Fleischer, CEO of Bosch eBike Systems, explains: "Since our market entry in 2009, Bosch eBike Systems has been encouraging sustainable change in many areas of life and work through the development of efficient eBike drive systems. To ensure the lasting success of eBikes, we require an intelligent cycling infrastructure and a modern cycling policy." Accordingly, Bosch lends its support to various cycling associations, including the European Cyclists' Federation (ECF), the German Cyclists' Association (ADFC) and ARGE Fahrrad, the Austrian cycle industry's largest organisation of manufacturers and dealers. With the Active Line and the Performance Line, Bosch eBike Systems provides the ideal products for pedelec travel in downtown districts – from moderate and harmonious to powerful and dynamic. Bosch is also to be found at trade shows and other events, such as the E BIKE DAYS in Munich, at which visitors can obtain detailed information and try out the electric bikes for themselves.

**Press photographs:** #1084013, #1084014

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#### **About Bosch eBike Systems**

*A new generation of bikes is taking town and country by storm and is already a part of everyday life. eBikes are a modern means of transport for modern people: people in a hurry and people who prefer to take it easy, the fit and the comfort lovers, commuters and pleasure cyclists and, of course, young and old. The tailwind of technology-leading eBikes made by what are already more than 60 leading brands in Europe is powered by components that Bosch is developing to perfection. The Bosch portfolio ranges from the highly efficient drive unit (motor and gearbox) and high-quality batteries to a smart on-board and cycle computer that can be used intuitively. Perfect coordination of components holds the key to typical Bosch performance in terms of both comfort and efficiency.*

*Like other Bosch products, the eBike systems benefit from the Bosch Group's technology and production know-how. From conception and engineering to manufacturing, marketing and after-sales service, Bosch eBike Systems constantly set new standards for the eBike industry. The Bosch Group's experience in the areas of electric motors, sensor technology, displays and lithium-ion batteries ensures that Bosch eBike systems use technology that is invented for life and that eBike users have their fun.*

*For more information please visit [www.bosch-ebike.com](http://www.bosch-ebike.com)*

#### **About Bosch**

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). According to preliminary figures, the company generated sales of 73.1 billion euros in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected industry. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 450 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 120 locations across the globe, Bosch employs 59,000 associates in research and development.*

*Additional information is available online at [www.bosch.com](http://www.bosch.com) , [www.iot.bosch.com](http://www.iot.bosch.com) , [www.bosch-press.com](http://www.bosch-press.com) , [www.twitter.com/BoschPresse](https://www.twitter.com/BoschPresse) .*