



Setting the pace for the future of bicycle mobility **10 years of Bosch eBike Systems**

June 2019

PI 10946

- ▶ From a start-up to one of the leading manufacturers of eBike drive systems
- ▶ Milestones in innovation 2009 – 2019
- ▶ The future at a glance: A division within the Bosch Group from 2020 onwards

Stuttgart/Reutlingen – For 10 years, Bosch eBike Systems has been setting new standards with drive systems for pedelecs. Together with our partners and customers, Bosch has played a decisive role in shaping the eBike market. Pedelecs have now taken their place at the centre of society and eBikes have become a form of mobility that inspires all ages and target groups. As one of the driving forces behind eBike technology, the company has grown steadily in recent years. With innovative solutions ranging from pedelec drive systems and connectivity solutions to products that make eBiking safer, Bosch eBike Systems continues to push the boundaries for the future of mobility in the bicycle sector. Aiming to support the further development of bicycle mobility, from January 2020 the former Bosch business unit is to be reorganised within the Bosch Group, making it more independent of the existing automotive divisions.

The success story: From a start-up to one of the leading manufacturers

Modest beginnings: Bosch eBike Systems was established in 2009 as a start-up within the Bosch Group and was given development support and room to grow within the Group, making use of the available expertise, including cordless technology behind cordless power tools, as well as electric motors, electronics and sensors in the automotive sector. "10 years ago, we started out with a handful of employees who believed in the pedelec, demonstrating excitement and a lot of personal commitment," says Claus Fleischer, CEO of Bosch eBike Systems. "Nevertheless, none of us would have expected what success story would develop from these beginnings." The group took an international approach from the outset. Following its launch in the European markets, the company opened its own subsidiaries in North America and Asia in as early as 2014. It has also been active in the Japanese market since 2017. Today, Bosch eBike Systems is among the leading manufacturers of eBike drive systems within the premium

segment. More than 70 well-known bike brands have put their trust in "epowered by Bosch" products.

Innovative milestones 2009 – 2019

It all began with an idea: a sophisticated system solution in which all components fit perfectly together. The first eBike drive system from Bosch celebrated its debut at Eurobike in 2010 and went into production in February 2011. Two years later, the Active Line and Performance Line drive units were launched, specially developed for city trips and touring. This development continued in 2015: With the Performance Line CX, Bosch eBike Systems designed a powerful drive to meet sporty ambitions – and significantly defined the eMTB sector through the Uphill Flow campaign. In 2014, Nyon was brought to market as the first connected, all-in-one on-board computer in the bicycle industry. Together with an online portal and an app, it unites an eBike controller, navigation system, fitness trainer and access to the online world in a single device. The acquisition of COBI.Bike in 2017 extended the company's portfolio of products and competences in the field of connected products and services by adding smartphone-based solutions. The introduction of the PowerTube 500 in the same year set standards in the field of design integration. In addition, the launch of Bosch eBike ABS, which went on sale in 2018, once again confirmed how eBiking can be made even safer through electronic systems.

There will be more highlights in the 2020 model year: eBikers are best equipped for sporty tours with the new Performance Line, which is characterised by a particularly natural riding sensation. The new Performance Line CX is light, compact and at the same time extremely powerful – it enables agile and dynamic eMountain biking on trails. The new Cargo Line is a powerful and efficient drive system that is specially designed for cargo bikes. Cargo Line and Performance Line are also available as speed variants up to 45 km/h. Maximum range and altitude is provided by the new PowerTube 625, which together with the new PowerTube 400, extends the portfolio of integrated batteries. And the SmartphoneHub is the digital all-rounder on the handlebar. It connects the eBiker with the online world thanks to the smartphone and the COBI.Bike app.

The future at a glance: A division within the Bosch Group from 2020 onwards

"Our goal for the future is to remain one of the market's main movers and shakers by developing innovative solutions for bicycle mobility and by inspiring people," says Claus Fleischer. "We are confident that the eBike is a significant response to megatrends such as urbanization, connectivity, mobility and climate protection. To this end, we aim to continue to make a contribution with pioneering products and services relating to the topic of Connected Biking."

In order to continue to make a mark in the field of bicycle mobility and to promote further development, the Bosch Group will transform the former Bosch eBike Systems business unit into an independent division as of January 1, 2020. Until now, Bosch eBike Systems has been part of the Automotive Electronics division. Based on its business model with the focus on the bicycle market, Bosch eBike Systems will be able to respond more flexibly to the specific requirements of the bicycle industry in future.

Press photos: #1863849, #1863850, #1864236

Media contact:

Robert Bosch GmbH

Tamara Winograd

Director Marketing and Communications Bosch eBike Systems

Phone +49 (0)7121 35-394 64

Tamara.Winograd@de.bosch.com

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 70 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

About Bosch

The Bosch Group is a leading global supplier of technology and services. It employs roughly 410,000 associates worldwide (as of December 31, 2018). The company generated sales of 78.5 billion euros in 2018. 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 manufacturing. 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 460 subsidiary and regional companies in over 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 nearly 130 locations across the globe, Bosch employs some 68,700 associates in research and development.

Additional information is available online at www.bosch.com, iot.bosch.com, www.bosch-press.com, twitter.com/BoschPress