



Study: Germans expect importance of eBikes as a means of urban transport to increase

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Bosch eBike Systems' CEO Claus Fleischer calls for a positive and holistic cycling culture

- ▶ Two thirds of people in Germany expect eBikes to gain importance in urban transport in the next five years - more than any other mode of transport
- ▶ For more than half of the people in Germany, the infrastructure is the decisive building block for more cycling
- ▶ CEO of Bosch eBike Systems – Claus Fleischer: "We can only succeed in the mobility transition if we embrace and promote a positive and holistic cycling culture - in both everyday and leisure mobility."

Stuttgart/Reutlingen - 64 percent of the people in Germany expect riding an eBike as a form of urban transportation to gain in importance over the next five years. This is the result of a representative survey conducted by the market research institute GfK on behalf of Bosch eBike Systems. According to the study, 54 percent and 48 percent of the people expect this to be the case for bicycles and public transport respectively - and only 21 percent for cars.

"The Corona crisis has caused many people to rethink their mobility options, especially in cities," says Claus Fleischer, CEO of Bosch eBike Systems. The study shows that nearly 30 percent of people in Germany have used eBikes or bicycles more in the past year. This trend will continue in 2021: More than one in three plan to use their eBike or bicycle more often this year than in 2020. The growing popularity of eBikes is also reflected in purchase intentions: According to the survey, 16 percent of respondents plan to purchase their first eBike in the coming year. "eBikes enable us to make our everyday lives more active, healthier and sustainable. At the same time, they are an important building block for the mobility of tomorrow, as they provide answers to central social issues such as climate change or increasing urbanisation," says Claus Fleischer.

Lack of cycle paths hinders sustainable mobility

But the infrastructure, which is only inadequately geared towards cycling, discourages many people from cycling. "In order for even more people to switch

to bicycles or eBikes, the traffic space must be reallocated. For decades, the infrastructure has been geared only towards car traffic, now cyclists and pedestrians must become more of a focus", says Claus Fleischer. The temporary cycle lanes created in the Coronavirus pandemic have reignited the debate about zoning competition in urban centres. According to the GfK survey, a majority of Germans are in favour of maintaining the temporary cycle paths in future. [Current figures from the city of Paris](#), for example, show how such ad hoc measures can change mobility in cities: Six out of ten users of the temporary bike lanes in Paris are people who have not used bikes before. Since 2019, the city has relied on pop-up bike lanes and expanded them even more in the COVID-19 pandemic.

According to the GfK study, more than a third of people in Germany who do not currently cycle on a daily basis would use eBikes or bicycles more often if there were more cycle paths. The safety aspect also plays a central role in their use. In particular, the desire to have fewer cars and trucks on the roads as well as theft-proof parking spaces for eBikes and bicycles would have to be increasingly taken into account in traffic planning in order to get even more people on their bikes in everyday life.

More than half of the people in Germany therefore expect cyclists and eBike riders in particular to benefit from future infrastructure measures. An expectation that is shared by the majority of residents of all sizes of communities - and is echoed in the federal government's €660 million 'City and Country' investment programme launched in early February for new bike paths, bike lanes and to promote cargo bike transport. "In recent years, there has been some progress in the promotion of cycling - but it is not enough. The infrastructure lags far behind the demand, because the planning and approval procedures in Germany take far too long," says Bosch eBike Systems' CEO Claus Fleischer. "However, we can only successfully shape the mobility revolution if we embrace and vigorously promote a positive and holistic cycling culture. This applies to mobility in everyday life, but also for leisure rides or excursions at the weekend. The promotion of cycling must not stop at the edge of the forest. After all, those who ride a bike in their free time also use it more in their everyday life and vice versa."

The representative survey by GfK on behalf of Bosch eBike Systems was conducted in December 2020. Approximately 1,000 men and women between the ages of 18 and 74 in the Federal Republic of Germany were surveyed online.

Infographic:



More than one in three plan to use their **bike or eBike more often in 2021.**

64 %

expect **eBikes to grow in importance** over the next five years — more than any other mode of transport.



The eBike conquers the city

Two thirds of people in Germany expect eBikes to gain in importance in urban transport over the next five years. More than half of Germany's population demand that bicycle and eBike riders benefit from future infrastructure developments.

34 %

would **get on their bikes more often** if there were **more bike lanes.**



57 %

call for **infrastructure development** in favour of **bicycles and eBikes.**

53 %

support the **pop-up bike lanes** that were put in place during the Coronavirus pandemic.

The eBike is at the top of the list in terms of purchase intention:

16 %

plan to purchase an eBike in the coming year.



Source: Market research institute GfK, December 2020

Two thirds of people in Germany expect eBikes to gain in importance in urban transport over the next five years. This is the result of a representative survey conducted by the market research institute GfK on behalf of Bosch eBike Systems.

Press photo:



According to the GfK study, more than a third of people in Germany who do not currently cycle on a daily basis would use eBikes or bicycles more often if there were more cycle paths.

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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 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 394,500 associates worldwide (as of December 31, 2020). According to preliminary figures, the company generated sales of 71.6 billion euros in 2020. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. 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 facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. 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 440 subsidiary and regional companies in 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 126 locations across the globe, Bosch employs some 73,000 associates in research and development, as well as roughly 30,000 software engineers.

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