Press release
Bosch eBike Systems

April 2021

Nino Schurter chooses Bosch eBike Systems
Bosch eBike Systems gains one of the most successful MTB riders as a brand ambassador

- Elite athlete prefers the Bosch eMTB riding sensation on challenging terrain
- Partnership underlines shared values
- Bosch eBike Systems continues to drive eMTB innovation

Stuttgart/Reutlingen - Nino Schurter has become the latest brand ambassador for Bosch eBike Systems. The Swiss Olympic champion is one of the most successful mountain bike riders in the sport's history - and is now also happy to rely on the strengths of the electric support on the trail. "For me, an eMTB is the perfect complement to the two-wheeled family. I especially enjoy pushing myself to the limit with the eBike on uphills. The additional power offers exciting possibilities, especially in steep and demanding terrain," says Schurter. Why did he choose a Bosch drive system? "I love working with innovative brands so I can bring my experience to the table. As one of the leading eBike drive manufacturers and a strong partner for SCOTT Bikes, Bosch is an ideal partner for me."

34-year-old Schurter won the gold medal at the 2016 Olympic Games in Rio de Janeiro, has been crowned world champion eight times so far in his career and is a seven-time winner of the UCI World Cup in cross country. He is team captain of the SCOTT-SRAM MTB Racing Team and has now been kitted out with a Ransom eRide, an enduro eMountain bike from SCOTT equipped with the Bosch Performance Line CX and the Kiox connected on-board computer.

An ambassador who stands for respectful co-existence with nature

"By recruiting Nino Schurter, we have gained an absolutely exceptional athlete as our brand ambassador," says Tamara Winograd, Head of Marketing and Communications at Bosch eBike Systems. "He embodies the passion associated with the MTB and eMTB scene. Moreover, he also shares the same values as Bosch eBike Systems: a healthy and sporty lifestyle combined with respectful co-existence with nature, forest and mountains."

This is something that is also very close to Schurter's heart: "The trails are our playground, but we have to use them with the necessary respect for others, paying

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particular attention to the natural environment. This holds true whether we're walking or cycling," explains Schurter. "This ensures that we and the generations to come can continue to enjoy these beautiful places."

Bosch eBike Systems is a key driver in the eMTB sector

In future, Schurter will share his eMTB adventures with his many social media followers, conveying the fascination of uphill flow. He uses the Bosch Performance Line CX for powerful and dynamic support. The system’s eMTB mode ensures that power is delivered progressively and with maximum sensitivity over a wide cadence range - for a dynamic, agile and intuitive riding sensation. Especially in alpine regions, trails can be conquered that would be impossible to ride without an electric drive.

The fact that eMountain biking is becoming increasingly popular is also reflected in the sales figures published by Germany's Bicycle Industry Association (Zweirad-Industrie-Verband): eMTBs accounted for 30 percent of all eBikes sold in Germany in 2020. In addition, almost 80 percent of all mountain bikes sold had an electric drive. Bosch eBike Systems is a key driver in the eMTB sector and has been instrumental in making eBiking a staple of the MTB scene.

Press photo 1:



Nino Schurter, one of the most successful mountain bike riders in the history of the sport, has added an eMTB to his bike collection.

Press photo 2:



Even as a brand ambassador for Bosch eBike Systems, there is only one direction that matters to Schurter: upwards.

Press photo 3:



A top athlete places his trust in a top system: for Nino Schurter, the Bosch Performance Line CX is the system of choice.

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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 395,000 associates worldwide (as of December 31, 2020). The company generated sales of 71.5 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 some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 129 locations across the globe, Bosch employs some 73,000 associates in research and development, of which nearly 34,000 are software engineers.

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