

June 2023

Bosch eBike Systems drives forward the digital future of eBiking

New, smart features create an even more individual riding experience

- ▶ For extra connectivity and security: the new premium subscription Flow+
- ▶ Display indicator can be customised for Kiox 300 and Kiox 500
- ▶ Calories burned are displayed in 'Statistics'

Stuttgart/Reutlingen - eBiking has long been much more than electric-assisted cycling. The increased connectivity of physical components with digital features gives eBike riders the opportunity to adapt the eBike experience to their personal needs. Bosch eBike Systems is driving this development forward and has presented numerous connectivity features for the 2024 model year to further individualise the riding experience.

"Connected Biking plays a key role in the future of the eBike," explains Claus Fleischer, CEO of Bosch eBike Systems. "More comfort, more safety and more customisable features; with the digital solutions for the 2024 model year we offer eBike riders new possibilities to expand their riding experience on the eBike through simple interaction within the eBike Flow app."

For extra connectivity and security: new premium subscription Flow+

Bosch eBike Systems is introducing the Flow+ premium subscription with the 2024 model year. Initially, this includes the premium service eBike Alarm. To use this service the eBike Lock feature must be activated in the eBike Flow app and the Connect Module must be installed on the eBike.

The Premium subscription will be expanded in the future to include additional services and functions. Users can activate Flow+ in the app or Play Store. They can opt for either a monthly subscription (€4.99) or an annual subscription (€39.99). The first twelve months are free of charge.

The premium subscription can be cancelled at any time before it is automatically renewed 24 hours before the end of the payment period. If cancelled, it will remain active until the end of the current payment period. The Flow+ premium subscription will be available with one of the upcoming updates in Summer 2023.

From model year 2024 the Kiox 300 and Kiox 500 displays can be customised in the eBike Flow app. eBike riders will be able to select the content and order of the display screens, with up to three tiles on one screen at the same time. Sporty eBike riders can have their cadence, average and maximum speed displayed, while touring riders can select information such as distance, gradient and range. Another new feature is that distance metric can now be changed manually from kilometres to miles and vice versa.

In the eBike Flow app users also have the option of adjusting riding modes to suit their riding style – now also available for the Sprint riding mode in the Performance Line SX drive unit. Within the given framework, riders can decide which support and dynamics are required, as well as the maximum torque and speed for the eBike.

Increase fitness and rename tours according to your preferences.

More and more athletes are discovering the eBike as a training partner. They can take advantage of features such as customisable riding modes or analyse their riding and training data. With the 2024 model year, the eBike Flow app provides further training-relevant information. For example, eBike riders can now also display the calories burned in the 'statistics' area of the app. This value complements the performance measurement data and helps ambitious eBike riders to optimise their rides and further improve their fitness level.

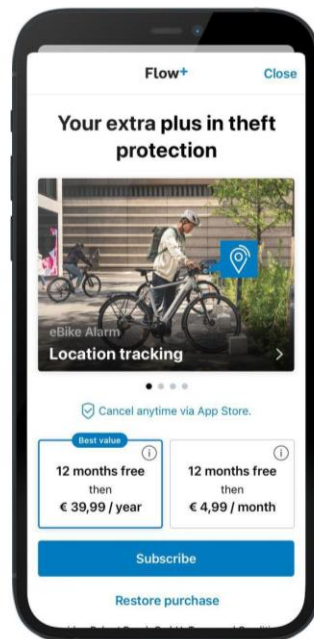
Android smartphone users can also now rename their tours saved in the app, allowing rides to be described depending on experience and personal taste – including with emojis.

Press photo 1:



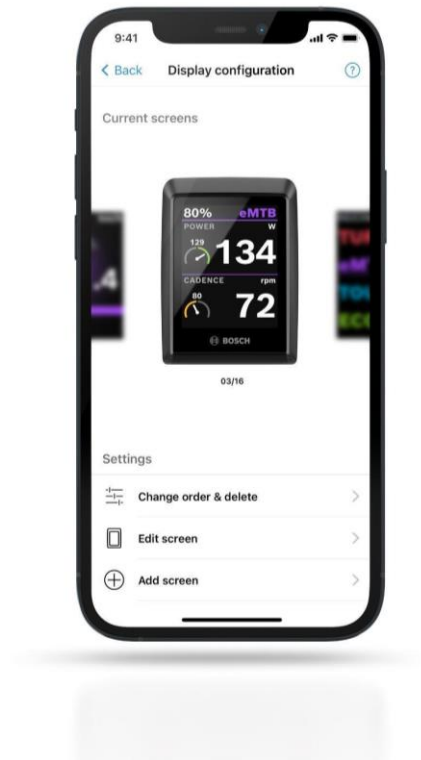
Bosch eBike Systems presents numerous connectivity features for the 2024 model year to further customise the riding experience.

Press photo 2:



Bosch eBike Systems is introducing the Flow+ premium subscription. In the first step, this includes the premium service eBike Alarm.

Press photo 3:



From model year 2024 the Kiox 300 and Kiox 500 displays can be customised. In the eBike Flow app eBike riders will be able to select the content and order of the display screens.

Contact for Journalist

Robert Bosch GmbH

Tamara Winograd

Head of Marketing Communications Bosch eBike Systems

+49 (0)7121 35-394 64

Tamara.Winograd@de.bosch.com

Bosch eBike Systems is shaping the future of eBike mobility with innovative products and digital services ranging from highly efficient drive systems and the first series-ready ABS for eBikes to connected biking solutions. On daily routes through the city, on enjoyable tours through the countryside or for sporty adventures in the mountains: Bosch eBike Systems offers eBikers the right drive system (drive unit, battery, display and app) for every requirement and every area of use, which ensures a unique riding experience. Today, more than 100 of the world's leading bicycle brands trust in the perfectly coordinated, modular product portfolio. As an independent business unit within the Bosch Group, Bosch eBike Systems also uses the group's technology and manufacturing know-how. For healthy, safe and sustainable mobility that is fun.

For more information please visit www.bosch-ebike.com

The Bosch Group is a leading global supplier of technology and services. It employs roughly 421,000 associates worldwide (as of December 31, 2022). The company generated sales of 88.2 billion euros in 2022. Its operations are divided into four business sectors: Mobility, 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 470 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. 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 136 locations across the globe, Bosch employs some 85,500 associates in research and development, of which nearly 44,000 are software engineers.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust.

To learn more, please visit www.bosch.com, www.iot.bosch.com, www.bosch-press.com, twitter.com/BoschPress.