Press release
Bosch eBike Systems

July 2023

eGravel bikes: Trendy thanks to all-round everyday usability
From the daily office commute through to forest treks

Reutlingen/Stuttgart – On and on, gaze firmly ahead, hands firmly gripping the handlebars and legs moving almost independently. Whether on the streets or cross-country: The eGravel bike, a road bike variant for those rougher trails, rides well on almost all surfaces and is therefore becoming increasingly popular. In 2022, more than twice as many sporty electric bikes, including racing and fitness bikes in addition to eGravel bikes, were purchased in Germany than during the previous year – an increase of 120 percent. No other eBike category recorded a bigger increase. This is confirmed by current figures from Germany's Bicycle Industry Association (Zweirad-Industrie-Verband, ZIV).

eGravel bikes: The all-rounders among eBikes

"Gravel biking is in vogue. Letting off steam both when cycling on conventional roads and on dirt tracks is even more fun with an 'e' in front of it: with eGravel bikes," says Tamara Winograd, Head of Marketing and Communication Bosch eBike Systems. "These bikes are true all-rounders – and are just as suitable for the daily commute to work as they are for excursions into the countryside, weekend tours, sports sessions or simply a leisurely after-work ride – maximum freedom guaranteed."

Bosch eBike Systems, one of the leading manufacturers of eBike drive systems, has developed a new, extra-light motor designed especially for eGravel bikes. The Performance Line SX (available from autumn 2023) delivers maximum power in the most compact space – and endless riding fun.

Noticeably lightweight innovation: Bosch eBike Systems sets new standards

Everyone gets their money's worth on an eGravel bike with the Performance Line SX – even adrenaline junkies. Thanks to the powerful motor support and wider tyres, eGravel bikers can enjoy themselves to their heart's content not only on

Robert Bosch GmbH
Postfach 10 60 50
D-70049 Stuttgart,
Germany

E-Mail Tamara.Winograd@de.bosch.com
Phone +49 7121 35-394 64
Fax +49 711 811 514 042

Corporate Department
Communications & Governmental Affairs
Executive Vice President: Prof. Dr. Christof Ehrhart
www.bosch-presse.de

asphalt, but also on forest and gravel paths. Plus: despite its high power, the motor weighs only two kilograms. This makes it easy to shoulder the eBike and carry it up or down stairs.
The Performance Line SX motor is also the perfect innovation from Bosch eBike Systems for sporty eBikers: The faster they pedal, the more support the motor provides. Bosch has also developed the Sprint riding mode especially for the Performance Line SX. It helps eBikers to reach a high speed faster and to maintain it during training laps.

Incidentally: eBikers who ride 12 to 15 kilometres a day reduce their risk of heart attack by 40 percent. This was the conclusion of a recent study conducted by the German Federal Ministry of Transport, Leibnitz University and Hannover Medical School (MHH). The study published in the medical journal "BMJ Open Sport and Exercise Medicine" reveals that the risk of obesity, high blood pressure as well as sugar and lipometabolic disorders is reduced by as much as 50 percent through daily eBiking.

Sporty on the road, relaxed parking
Following intense activity, eBikers deserve a breather. After arriving at a café, park or lake, the additional theft protection ensures a carefree break. Bosch networks eBike components such as the motor, display and battery. eBikers can easily adjust these on their own smartphone via the eBike Flow app. The benefit: the smartphone simultaneously becomes a digital key. Following one-time installation of eBike Lock via the eBike Flow app, eBikers can use their eBike with their mobile phone to disable the motor support. Practical: Only when the eBike Lock function detects that the connected smartphone is nearby does it enable the motor support.

Those who want to secure their eGravel bike even better can resort to their own personal parking attendant: eBikers can use the optional ConnectModule, a component that is installed invisibly on the eBike and features a radio and GNSS module as well as the eBike Alarm function. If the eBike is moved slightly, the eBike Alarm first reacts by emitting warning signals. In the case of stronger movement of the eBike or in the event of theft, the eBike Alarm sends a notification to the user's smartphone and automatically transmits the live location of the eBike to the eBike Flow app. The premium service eBike Alarm is part of the premium subscription Flow+, which will be available from summer 2023. To use eBike Alarm, the eBike Lock feature must be activated in the eBike Flow app and the new ConnectModule must be installed on the eBike.

Let’s meet up: Bosch eBike Systems at the IAA MOBILITY 2023

"Experience Connected Mobility": Under this year's motto of the IAA MOBILITY 2023 (5 to 10 September 2023, Munich city centre) – one of the most important mobility events worldwide – Bosch eBike Systems will present its new product features, including the innovative motor Performance Line SX: Simply visit the Bosch eBike Systems stand on Odeonsplatz (stand number OP310) and talk to us about our new products and current eBike topics!

Moreover, you will have an exclusive opportunity to experience the sensation of riding a variety of eBike models – eGravel, eCargo (with ABS), light eMTBs (with ABS), eTrekking bikes – for yourself on site during a test ride: on a specially cordoned-off test track on the Hofgartenstraße park area (stand number HG570), just a few minutes' walk from the Bosch stand. A test ride is possible without prior registration. You can reach us daily from 5 to 9 September 2023, from 10:00 a.m. to 8:00 p.m. and on Sunday, 10 September from 10:00 a.m. to 5:00 p.m.

In order to ensure a smooth process, we would nevertheless be very pleased if you could coordinate with us in advance. The best way to do this is to contact the PR team at Bosch eBike Systems (presse@bosch-ebike.com) or our PR agency Faktor 3 (boschebike@faktor3.de).

The PR team at Bosch eBike Systems looks forward to meeting you and will be happy to answer any questions you may have. Please let us know by **14 August 2023** whether we can welcome you at the IAA MOBILITY 2023 and also arrange a meeting with you.

Press photo 1:



© Bosch eBike Systems

High performance, low weight: With the new Bosch drive, the Performance Line SX, eBikers can discover both paved roads and unpaved paths even better.

Press photo 2:



© DOWNTOWN Magazin

Let's go! The Performance Line SX is powerful – and easy to carry. It only weighs around two kilograms. This means that even stairs are no longer an obstacle.

Press photo 3:



© DOWNTOWN Magazin

More carefree parking: The smart feature eBike Lock is the ideal complement to the mechanical lock.

Press photo 4:



© DOWNTOWN Magazin

Compact and stylish: With its small volume, the new Bosch motor fits seamlessly into the look of modern light eBikes.

Contact for Journalist
Robert Bosch GmbH
Tamara Winograd
Head of Marketing Communications Bosch eBike Systems
Tel.: +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.