

### **Services for connected eBike mobility: Bosch presents the Connected Biking Platform**

The digital ecosystem offers partners new opportunities

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- ▶ The Connected Biking Platform enables customers and partners to develop and operate their own digital services
- ▶ A wide range of applications for eBike manufacturers, specialist dealers, and app and service providers, as well as for solutions in the areas of fleet management, leasing and insurance
- ▶ Connection via standardised interfaces and Cloud APIs
- ▶ The first partners are already using the Connected Biking Platform and benefiting from low investment and development costs

**Stuttgart/Reutlingen** – Modern eBike mobility is seamlessly integrated into people's everyday digital lives. This gives rise to new opportunities for companies from the bike, mobility and service world: the development of attractive digital offers for their customers, optimised processes and innovative business models. With the Connected Biking Platform, Bosch eBike Systems now offers a digital basis for the development of new eBike services and provides with standardised interfaces and expertise.

“Our Connected Biking Platform is becoming a central component of the digital ecosystem around the eBike. We are creating opportunities for industry players to develop their own digital offerings. The first partners are already connected and are shaping connected eBike mobility together with us,” says Claus Fleischer, CEO of Bosch eBike Systems.

#### **From connectivity to new possibilities**

The connected eBike is at the centre of the new platform. The system continuously records important information such as status, configuration, use and service data via the Bosch ConnectModule. This creates a level of knowledge about the entire life cycle of the eBike, from delivery to operation and remarketing. For secure integration, Bosch eBike Systems provides a modular toolbox of standardised interfaces and digital modules. For example, partners

can use this information for their own applications via Cloud APIs for the ConnectModule and the eBike Flow app.

### **Added value for the bike industry: development, service and new offers**

These insights into the complete life cycle of an eBike open up new ways for the entire bike industry to simplify processes and continuously enhance the riding experience for end customers. New models can be specifically adapted to real use profiles, maintenance and support are strengthened with efficient service, and app providers can develop innovative digital offerings.

- **eBike manufacturers** receive valuable insights into the actual use of their connected models based on the comprehensive information base. Knowledge about stock levels, functions used or the system status helps in developing future models and equipment in a more targeted manner. Operational processes can also be simplified: test fleets can be managed efficiently and transport to retailers can be secured with the tracking option. In addition, eBike manufacturers can develop their own apps or subscription services and place their own branded content directly in the eBike Flow app via “Content Cards”.
- **Specialist dealers** benefit from the option of being able to organise their own rental or test fleets even better on this basis. The overview of the location and availability of each eBike makes management much more efficient and also increases theft protection.
- **App and service providers** can connect their services to the eBike Flow app via the Connected Biking Platform and therefore reach a large, active eBike community. Once integrated, the interface enables seamless exchange between the two platforms. This creates a consistent experience for shared users and a valuable basis for the further development of our own services. Partners such as [komoot](#) are already connected here.

### **New potential for fleet operators, leasing providers and insurance companies**

The Connected Biking Platform also opens up new options for professional mobility service providers: fleet operators can manage their eBikes more efficiently and minimise breakdowns, leasing providers can transparently track the value retention of their models, and insurance companies can minimise damage risks. The result is more reliable sharing services, transparent leasing conditions and comprehensible insurance rates.

- **Fleet operators** receive real-time information on the location, state of charge and use of each individual eBike. In the event of theft, the eBike

can be located and the motor support disabled. Partners such as [Papin](#) and [Tilia](#) already have these options: for example, they can plan and control use, service and charging processes centrally. This enables proactive maintenance, reduces downtime and simplifies operation across many wheels. The fleet therefore remains reliably available.

- **Mobility platforms** can offer a complete solution with dashboards and booking apps for fleet and rental management with a clear competitive advantage. The advantage is a single, standardised interface for all eBikes with the smart system from Bosch. Partners such as [allride](#) (AMAG Group), [Connected Cycle](#), [Friiway](#), [Joyride](#), [OKGO](#) and [Velo de Ville](#) are already using the Connected Biking Platform to help fleet and hire providers manage their eBikes or support dealers in selling eBikes through subscription models – without them having to invest in their own solutions.
- **Leasing providers** can transparently track the condition and service history of each eBike over the entire contract term. This ensures value retention, facilitates the technical appraisal during return and makes the evaluation of returns faster and more objective – the ideal basis for profitable remarketing. Leasing partners can also offer additional digital services by integrating them into the eBike Flow app. This creates a seamless experience for customers: they benefit from digital theft protection and can view their contract data directly in the eBike Flow app. Leasing providers are therefore given the opportunity to optimise customer lifecycle management and initiate follow-up leasing.
- **Insurance companies** benefit from alarm and GPS tracking functions that can help prevent theft and recover stolen bikes more quickly. A digital theft report also bundles all relevant data on the eBike and the incident. This enables significantly faster, partially automated claims processing and helps to calculate risks or rates accurately in future, based on real information.

### **The Connected Biking Platform as the digital backbone of the eBike industry**

A reliable and secure technical basis is needed so that the variety of digital services for eBikers in the sector can continue to grow. The protection of personal data and information security are also a top priority for Bosch eBike Systems when working with its partners and are an integral part of the company's principles. Modern encryption technologies and a system architecture are used to ensure that each eBike is individually protected. In addition, all data processed by Bosch eBike Systems is stored on European servers in accordance with strict European data protection law. Over-the-air updates also

make it possible to keep security up to date at all times. The protection and conscious control of personal data by the user are at the centre of this. With the Connected Biking Platform, Bosch eBike Systems is creating a digital backbone that sets new standards. This offers partners countless options for shaping digital mobility. The Connected Biking Platform forms the basis for an ecosystem that grows with you. It is already providing compelling offers from the first partners, and simultaneously forming the foundation for tomorrow.

“With the extensive components of our Connected Biking Platform, we are creating a real win-win situation: customers and partners can implement ideas easily, quickly and reliably, and therefore create a wide range of digital offers from which the constantly growing community of eBikers can benefit. The future of eBiking is happening now,” says Gregor Dasbach, Head of Digital Business at Bosch eBike Systems.

Further information on the possibilities of the Connected Biking Platform can be found [here](#).

**Press images are available on the Bosch Media Service at [www.bosch-press.com](http://www.bosch-press.com).**

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*Bosch eBike Systems are shaping the future of eBike mobility with innovative products and digital services; ranging from highly efficient drive systems, to the first production-ready ABS for eBikes and Connected Biking solutions. Bosch eBike Systems offers eBikers the best drive system (drive unit, battery, display, and app) for every requirement and every area of use, ensuring a unique riding sensation: Whether it's for daily trips around the city, enjoyable rides in the countryside or for sporty adventures in the mountains. Today more than 100 of the world's leading bicycle brands trust the perfectly coordinated, modular product portfolio. As an independent division within the Bosch Group, Bosch eBike Systems also makes use of the Group's technology and manufacturing expertise. For fun, healthy, sustainable and safe mobility.*

More information at [www.bosch-ebike.com](http://www.bosch-ebike.com).

*Bosch Group is a leading global supplier of technology and services, employing roughly 412,000 associates worldwide (as at 31/12/2025). The company generated sales of 91 billion euros in the 2025 business year according to preliminary figures. Its business operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalisation,*

*connectivity and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is "Invented for life", Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 490 subsidiaries and regional companies in more than 60 countries. Including sales and service partners, Bosch's global manufacturing, development and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 136 locations across the globe, Bosch employs some 82,000 associates in research and development.*

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