



## **New record: more than 9,000 people take part in Bosch eBike Systems' Training Tour** Successful conclusion of European Training Programme for Retailers

June 2017

PI9715

- ▶ Record number of participants
- ▶ Bosch specialists share their in-depth know-how

*Stuttgart/Reutlingen* – Bosch eBike Systems has concluded its 2016/17 Training Tour for Retailers with a new record: more than 9,000 participants attended a total of 215 training sessions in 15 countries and 80 cities. For the first time, Swedish and Finnish dealers also had an opportunity to pick up some useful tips about eBike technology and service. The main focus of the training was on the latest products and correct use of the Bosch Diagnostic Tool.

### **New challenges, new advances in eBike technology**

Ulrich Lippmann, Head of Training at Bosch eBike Systems, comments: "We are delighted that our programmes have been so well received, because ongoing training and the improvement of skills in the field of eBike technology are of pivotal importance for the retail sector. Dealers find themselves faced with more and more new challenges as a result of the rapid changes which digitalisation entails. It's important to keep right up to date and to offer customers genuine value added."

### **Tips from experts in 15 countries**

The primary focus of the training sessions was on the use of the Bosch Diagnostic Tool, including the Capacity Tester, and on the new products for Model Year 2018, such as Purion, the DualBattery and the Compact Charger. The experts also provided useful tips on correct usage and troubleshooting and gave an insight into the latest developments on the eBike market. At the end of each training session the participants received a Bosch Certificate. The courses were held in Germany, Austria, Switzerland, France, the United Kingdom, Italy,

the Benelux countries, Norway, Spain, Croatia, the Czech Republic, Portugal, Slovenia, Finland and Sweden.

**Press photograph:** 1136310, 1136311

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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 60 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](http://www.bosch-ebike.com)

**About Bosch**

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). According to preliminary figures, the company generated sales of 73.1 billion euros in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected industry. 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 deliver innovations for a connected life. 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 450 subsidiaries 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. The basis for the company's future growth is its innovative strength. At 120 locations across the globe, Bosch employs 59,000 associates in research and development.*

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