



Expansion in Asia

Bosch eBike Systems off to a flying start in Japan

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- ▶ Market leader with presence on established pedelec market
- ▶ Active Line Plus – a suitable drive system
- ▶ Comprehensive service offering at local level

Stuttgart/Reutlingen – Bosch eBike Systems is starting its market launch in Japan at the Tokyo Motor Show in October 2017. Thus, the international market leader for eBike drive systems in the premium segment will be expanding its presence in the Asia-Pacific region, following its entry into the Australian and New Zealand markets. The primary focus in Japan will be on a target group with a particular interest in lifestyle and technology. To ensure optimal support at local level, Bosch is collaborating with its service partner Intertec Inc., a company with many years' expertise on the Japanese bike market.

eBikes gaining ground strongly in Japan

Pedelecs have been growing in popularity in Japan for some years now. A significant increase in eBike sales was noticeable in 2011 as a consequence of the tsunami catastrophe. With much of the local transport infrastructure around Tokyo destroyed, many city commuters discovered that the eBike is an ideal alternative. The main focus of the market launch will be on this type of use: with the Active Line Plus product line, showcased for Model Year 2018, the Bosch eBike Systems offering is directed on the one hand mainly at convenience-conscious commuters from suburban and rural regions and on the other hand at leisure-time eBikers who make regular cycle tours and are keen to have a harmonious, agile drive system. The most important factors for eBikers are the design and performance of high-quality drive units.

Active Line Plus: an ideal drive system for the Japanese market

As Fouad Bennini, Head of the Asia Pacific Business Unit, explains: "Japan is a highly developed market with a well-established pedelec sector. If bike

manufacturers integrate Active Line Plus drive units into their fashionable and unusual designs, this will make a huge impact in Japan. They will also be opening up new target groups." Bosch eBike Systems' innovative strength will play a major role in the product launch. With Active Line Plus, Bosch is meeting the specific requirements and legal formalities of the Japanese eBike market.

Additional offerings for eBikers

Parallel to the launch in Japan, local services are being expanded. From October 2017 onwards, Bosch's Japanese service partner Intertec Inc. will be providing service which is optimised to suit specialist retailers. This includes a hotline for dealers, the efficient processing of warranty claims and a full-scale supply of spare parts. There are also plans for training sessions with local Bosch experts in order to familiarise retailers with the latest Bosch eBike Systems products and technologies as effectively as possible. The first training sessions will take place during customers' inhouse trade shows from August 2017 onwards. At the beginning of 2018 an intensive training programme for retailers will be available in selected cities.

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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 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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