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## Further commitment to the bike industry **Bosch eBike Systems opens new Asia Pacific headquarters in Taichung, Taiwan**

- ▶ Inauguration of Bosch eBike Systems Asia Pacific Headquarters in Taichung, Taiwan
- ▶ Set up of a technical training center to reinforce direct support
- ▶ Continuing to expand its footprint in Asia Pacific

Reutlingen/Taichung – Today, Bosch eBike System celebrates the inauguration of its new Asia Pacific headquarters office in Taichung, Taiwan, continuing its global expansion and success in the past decade. The manufacturer of eBike drive systems in the premium segment has already been present with their own subsidiary and office in the Asia Pacific region since 2014. Bosch eBike Systems is aiming to strengthen its presence in the Taiwan bicycle industry and push the boundaries for the future of mobility growth in the bicycle sector. A technical training center is also established in the headquarters, intensifying just-in-time support and professional trainings to their industry partners. Meanwhile, Bosch eBike Systems continues to increase its footprint in Asia Pacific after successful market entries in Australia, Japan and New Zealand within the last six years.

### **Better access to the bicycle industry with further commitment**

Taking into account the growing demand of pedelecs worldwide and the leadership of Taiwan in the bicycle industry, Bosch established its eBike Systems Asia Pacific headquarters in Taichung this April. “Our goal is to continue to set the pace in the field of bicycle mobility and to promote further development”, said Claus Fleischer, CEO of Bosch eBike Systems. “It is important for us to be where our partners in the bicycle industry are”, Claus Fleischer continued. “Taichung is among one of the world’s most important bicycle industry clusters, it is vital for us to have a base here in strengthening the connections and reinforcing our support.”

### **Technical training center**

To satisfy the specific requests from the OEMs, assemblers and frame manufacturers in Asia, Bosch eBike Systems is also setting up a technical training center in the new headquarters. “We are committed to supporting the growth of the industry”, said David Howard, Vice President and General Manager of Bosch eBike Systems Asia Pacific. “Given that a vast number of eBikes are manufactured and assembled in Taiwan, Vietnam, and China, we will intensify our support and training to our globally active partners. Our team is comprised of both bike industry professionals, as well as Bosch eBike experts, and we are confident to fulfill the global market requirements”, David Howard said. The new Asia Pacific headquarters is located in Taichung City, Nantun District and supports the central business functions including sales, marketing, product management, business development, quality management, technical support and service.

### **Expansion of the footprint in Asia Pacific**

Bosch eBike Systems has been active in the Asia Pacific regions since 2014. With successful market entries in Australia, Japan and New Zealand, more than 30 well-known bicycle brands have put their trust in "epowered by Bosch" products in Asia Pacific. The company also sees more potential and is planning to expand its presence in the region by bringing innovative solutions that enrich the personal eBike experience

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

### **About Bosch**

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 400,000 associates worldwide (as of December 31, 2019). The company generated sales of 77.7 billion euros in 2019. Its operations are divided into four business sectors: Mobility Solutions, 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 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 440 subsidiary and regional companies in 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. Bosch employs some 72,600 associates in research and development at 126 locations across the globe, as well as roughly 30,000 software engineers.*

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