



## **Bosch eBike Systems promotes eMountain biking in Europe's largest eMTB region**

Pilot projects in the French-Swiss mountain bike destination Portes du Soleil

February 2017

PI9577

- ▶ 3-year partnership between Bosch eBike Systems and Portes du Soleil
- ▶ Opening of specific uphill flow trails for eMountain bikers
- ▶ Launch of the eMTB trail "ePass'Portes epowered by Bosch"

Stuttgart/Reutlingen – Bosch eBike Systems is supporting the tourist destination of Portes du Soleil for the next 3 years in the development of eMountain bike tourist facilities. With a total of 12 locations and 5 bike parks in 2 countries Portes du Soleil is the largest transnational ski and mountain bike area in Europe. The collaboration will start this year with the launch of an eMTB leg in the mountain bike trail "Pass'Portes" and with the construction of a special uphill flow trail for eMountain bikers and charging stations in the area of Portes du Soleil.

### **Reaction to rising demand: own trails for eMountain bikers**

The transnational destination of Portes du Soleil has committed itself to promoting eBikes for 5 years now. In order to meet the demand there are plans to construct the first uphill flow trail for eMountain bikers in the Vallée d'Aulps starting in the spring of 2017. "The Portes du Soleil destination was one of the first to promote eMountainbiking. Last year we had more than 120 eMountain bikes riding the mountain bike trail Pass'Portes. The trend is clearly towards eMTB, and this prompted us to devote a specific leg to this new segment," Benoît Cloirec, Events Officer of Portes du Soleil, explains.

In the next two years two further eMTB trails are to be added, one in the Vallée d'Abondance in France and one in a Swiss destination. eMountain bikers can look forward to trails specifically geared to their needs.

### **Bosch eBike Systems new main sponsor for the eMountain bike sector**

With the partnership Portes du Soleil and Bosch eBike Systems are laying the foundation for the sustainable development of a modern mountain bike destination. As a partner from the eMTB sector Bosch eBike Systems is playing an active role and will contribute not only material sponsoring but also the relevant ex-

expertise to the partnership. "We are convinced that the status of eMountain bikes will rise steadily in the coming years. But to achieve this it is important that the sport develops in a sustainable way: we need suitable parameters, experts and specific training facilities, for riding technique trainers for instance. The co-operation with Portes du Soleil gives us an opportunity to make the eMountain bike accessible to a broader public," according to Tamara Winograd, Head of Marketing and Communication at Bosch eBike Systems.

### **The new eMTB challenge "ePass'Portes epowered by Bosch"**

As a highlight of the new partnership the 14th edition of the successful mountain bike trail Pass'Portes MTB will be accorded its own eMountain bike category for the first time. From 23 to 25 June 2017 eMountain bikers will be able to ride this section prior to its opening. The section will start in Les Gets (F) and will take the bikers through a loop of about 60 kilometres with height differences between 1,000 and 2,450 metres above sea level.

You will find further information on the partnership and the ePass'Portes epowered by Bosch event at [www.portesdusoleil.fr](http://www.portesdusoleil.fr) or explore the day-to-day life of mountain rescuer and eBike enthusiast Sylvain from Portes du Soleil at [www.bosch-ebike.fr/stories](http://www.bosch-ebike.fr/stories)

**Press photos:** #958343, #958344

### **Contact addresses for journalists:**

Robert Bosch GmbH

Tamara Winograd

Tel.: +49 (0)7121 35-394 64

Fax: +49 (0)711 811 514 042

[Tamara.Winograd@de.bosch.com](mailto:Tamara.Winograd@de.bosch.com)

Ketchum Pleon GmbH

Jens Weller

Tel.: +49 (0)711 210 99-427

Fax: +49 (0)711 210 99-499

[Bosch.eBike@ketchumpleon.com](mailto:Bosch.eBike@ketchumpleon.com)

### **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.*

*Additional information is available online at [www.bosch.com](http://www.bosch.com) , [www.iot.bosch.com](http://www.iot.bosch.com) , [www.bosch-press.com](http://www.bosch-press.com) , [www.twitter.com/BoschPresse](https://twitter.com/BoschPresse) .*