



Start of the mountain bike season in Riva del Garda **Bosch eBike Systems with a varied programme at the BIKE Festival at Lake Garda**

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- ▶ Presentation of a product innovation for eMTBs
- ▶ Launch of the 'Bosch eMTB Challenge' racing format
- ▶ The fascination of the Uphill Flow – test trail and tours for eMTB fans

Stuttgart/Reutlingen – Spectacular trails in magnificent surroundings: once a year, Riva del Garda at the northern tip of Lake Garda is firmly in the hands of mountain bike enthusiasts. Between April 28 and May 1, 2017, the town will host the 24th BIKE Festival, which traditionally marks the start of the new mountain bike season. This is Europe's foremost MTB get-together – and now the focus is very much on eMountain bikes. Bosch eBike Systems will be offering fans of the electric 'kick' an exciting programme: a new racing concept for professional and amateur bikers, guided eMountain bike tours and a trial course specially created for eMTBs. Another highlight will be the presentation of an innovative eMTB product which is designed to ensure maximum riding enjoyment for eMountain bikers and which can be tested by bikers 'on the spot'.

New eMTB racing format for beginners and professionals

Numerous racing formats will be presented prominently at the BIKE Festival in Riva , and ambitious bikers will have an opportunity to compete with other riders in a variety of disciplines. New this year will be the 'Bosch eMTB Challenge', which is tailored to suit the full range of mountain bike aficionados with a varied mixture of uphill, downhill and orientation trails. The route is designed for riding with electric assistance; eMTBs with a maximum speed of 25 km/h can take part in the challenge.

Riding technique training sessions for eMountain bikers

The 'Bosch eMTB Challenge' will take place with no prior training for participants. For those riders who would like to practise for the event, prior to the race there will be a special riding technique training session on Sunday, April 30, 2017. This will help them prepare for tricky elements and passages which they will have to

cope with/ overcome during the challenge. In addition, there will be guided tours during which participants will be familiarised with the capabilities of eMountain bikes in rugged terrain. Interested persons can undertake trips in small groups together with professional guides and benefit from their know-how. To register for these events, they should apply at the Bosch eBike Systems both.

The fascination of eMountainbiking: the Uphill Flow

Electric assistance provides eMountain bikers with an extra 'push', especially when they are facing an uphill stretch. On the Uphill Flow test section, both beginners and more advanced bikers can experience this unique riding experience and at the same time practise their riding skills. An authentic eMTB sensation and lots of fun are also guaranteed during the Uphill Flow Sunset Rides. As the sun goes down, the bikers go on a tour of Lake Garda. Like the Bosch 'campaigners' – Gary Fisher, Greta Weithaler, André Wagenknecht, René Wildhaber, Stefan Schlie and Nicolas Vouilloz – those who take part can climb the tricky trails and experience the Uphill Flow. The video about the Uphill Flow campaign is set to be premiered at the Bosch stand.

- ▶ Registration for the 'Bosch eMTB Challenge' at: <http://riva.bike-festival.de>
- ▶ Registration for the riding technique training sessions, the guided eMountain bike tours and the Uphill Flow Sunset Rides: directly at the Bosch eBike Systems stand

Bosch eBike Systems promotes the sport of eMountainbiking

In order to interest more and more people in eMountainbiking, Bosch eBike Systems is involved in a great deal covering even more than its support for various cycle racing events. Specially developed for the requirements of eMountain bikers, the Performance Line CX drive system gives riders powerful assistance on rugged terrain. As a result, even the steepest ascents pose no problems. Testing of this Uphill Flow will soon be possible at the MTB Zone Bikepark Geisskopf near Bischofsmais in the Bavarian Forest, where the world's first-ever trail for eMTBs will be opened in the summer of 2017 – with the support of Bosch eBike Systems. Besides fun and enjoyment, eMountainbiking also involves safety and good riding technique. That's why Bosch eBike Systems is collaborating with Swiss Cycling (Switzerland's national governing body for cycle racing) in the organisation of the first large-scale training programme for eMTB guides in Switzerland. The electric 'kick' is also a main feature of the website www.bosch-ebike.de/uphillflow, which offers eMountain bikers a specialist platform for this 'cool' new cycling trend.

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Contact for press enquiries:

Robert Bosch GmbH

Tamara Winograd

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

Fax: +49 (0)711 811 514 042

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

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

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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