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## 10 Years of Bosch eBike Systems in North America

### A Decade of Innovation and Rider Excellence

- From a start-up to one of the leading manufacturers of eBike drive systems, Bosch continues to set the pace for the future of bicycle mobility
- The brand will commemorate its 10<sup>th</sup> anniversary at the Sea Otter Classic in Monterey, CA, from April 18-21, 2024, the same festival where it announced its debut in 2014

Foothill Ranch, CA – [Bosch eBike Systems](#), a trailblazer in the electric bike industry, is celebrating its 10<sup>th</sup> anniversary in North America in 2024. Since its inception, the brand has been a leader in equipping eBikes with powerful drive units and best-in-class connected systems and is proud to have served riders within North America for the past decade.



Established in Germany in 2009 as an internal start-up and officially launched in 2010, Bosch eBike Systems was born out of the Bosch Group's expertise in technology behind cordless power tools, electric motors, electronics, and sensor technology—a deep bench of knowledge, given that Bosch is the largest automotive parts and sensor supplier in the world and provides sensors to over half the world's mobile devices. Derived from this bedrock of Bosch's almost 140-year history, the eBike division has evolved into a powerhouse of innovation dedicated to transforming the way consumers approach transportation and experience cycling.



Bosch introduced its eBike systems to the United States market at the Sea Otter Classic in 2014 with OEMs Felt, Haibike and Lapierre as the Silver-level Sponsor and Official eBike System Sponsor of the event. At this time, eMobility and eBikes were the ideal answer to trending topics in 2014, including a focus on climate protection and a shift towards urbanization. Upon its entry to the North American market, Bosch eBike Systems also became a coalition member of [People for Bikes](#) and founding member of their new eBike subcommittee, which created the 3-class model legislation that has since rolled out across 48 states.

Bosch embodies a heritage synonymous with innovation, quality, and, above all, safety both for the rider and as it relates to technology. The brand has played an integral role in furthering battery safety, having helped write and set the standard for UL 2849 in 2021, which covers the electrical system of eBikes powered by a lithium-based battery. In addition to adhering to UL 2849, Bosch eBike batteries are also certified to UL 2271, another safety standard applicable to batteries for Light Electric Vehicles (LEVs).

Coupled with the brand's commitment to adhering and setting the bar for industry safety standards, the Bosch Group has a deep [history](#) of developing rider-first technology and products that put an emphasis on performance and safety. Recent technology innovations include the introduction of the first eBike ABS system in 2018, the fully connected smart system in 2022, which empowers riders with real-time updates, and ongoing involvement in Vehicle-to-Everything (V2X) communication.



"As a 30-year veteran of the Bosch Group, I'm incredibly proud to have been able to be a founder of our eBike division, but more so, to bring the operation to Southern California and integrate into the lifestyle and culture in a way that best serves our 40+ U.S. and Canada-based bike brands, thousands of bike shops, key cycling, and safety advocacy groups, and the customers who buy these bikes," said Claudia Wasko, VP/GM Bosch eBike Systems, Americas. "I'm confident we're just getting started and look forward to what the future holds as we continue to deliver innovative products and connected technology that empower riders."

Bosch eBike Systems, a continued sponsor of Sea Otter Classic, will be there again April 18-21, 2024 in Monterey, CA. At the festival, the brand will host a celebratory afternoon with longtime collaborators on a scenic ride covering 17 Mile Drive before offering free demo rides to all Sea Otter attendees on bikes powered by their latest technologies including the new Performance Line SX, the brand's lightest and most compact drive unit.

Since its launch in the U.S., Bosch eBike Systems' North American headquarters has been in Orange County, CA, where its team operates out of the brand's Foothill Ranch, CA facility. For more information, visit [www.bosch-ebike.com](http://www.bosch-ebike.com).

**Press Contact**

Bosch eBike Systems  
Jocelyn Vande Velde  
Team Lead, Strategic Marketing  
Phone: 1-949-327-4255  
E-mail: [jocelyn.vandavelde@us.bosch.com](mailto:jocelyn.vandavelde@us.bosch.com)

**Bosch eBike Systems** is shaping the future of eBike mobility with innovative products and digital services ranging from highly efficient drive systems to the first production-ready ABS for eBikes and Connected Biking solutions. On daily routes through the city, on leisurely rides through the countryside or for sporting adventures in the mountains: Bosch eBike Systems offers eBike riders the right drive system (drive unit, battery, display, and app) for every requirement and every area of use, ensuring a unique riding sensation. Today, more than 100 of the world's leading bicycle brands trust the perfectly coordinated, modular product portfolio. As an independent division within the Bosch Group, Bosch eBike Systems also makes use of the Group's technology and manufacturing expertise. For healthy, safe and sustainable mobility that is fun.

For more information, please visit <https://www.bosch-ebike.com/us/>

**About Bosch**

Having established a presence in North America in 1906, today the Bosch Group employs 40,200 associates in more than 100 locations in the North American region (as of Dec. 31, 2023). According to preliminary figures, Bosch generated consolidated sales of \$16.4 billion in the U.S., Mexico and Canada in 2023. For more information visit [www.bosch.us](http://www.bosch.us), [www.bosch.mx](http://www.bosch.mx) and [www.bosch.ca](http://www.bosch.ca).

The Bosch Group is a leading global supplier of technology and services. It employs roughly 428,000 associates worldwide (as of December 31, 2023). According to preliminary figures, the company generated sales of \$99.4 billion in 2023. Its operations are divided into four business sectors: Mobility, 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 is 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 470 subsidiary and regional companies in over 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 136 locations across the globe, Bosch employs some 90,000 associates in research and development, of which roughly 48,000 are software engineers.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust.

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).

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