

U.S. Riders cover an estimated 62 million miles on eBikes with a Bosch System

Insights from three years of eBike Flow app data

Foothill Ranch, Calif. (September 3, 2026)

Since the first eBikes equipped with the Bosch smart system reached riders in the United States, those riders have covered an estimated 62 million miles, according to anonymized, aggregated usage data from Bosch eBike Systems.

More than 52 million of those miles are measured directly, drawn from riders who have opted into the eBike Flow app through activity tracking and connected-bike odometer readings. Conservatively extrapolated across the full number of eBikes running the Bosch smart system in the U.S., the total comes to roughly 62 million miles.

Laid end to end, 62 million miles is close to 2,500 laps of the Earth at the equator, or about two-thirds of the distance from here to the sun. It is also a little more than 22,000 rides of the Great Divide Mountain Bike Route, the 2,745-mile ribbon of dirt that runs from Banff, Alberta, to the Mexican border. These miles were not covered by a fleet or a field of professionals, (though there are many eBikes with a Bosch system used for deliveries and bike share). They were covered by commuters, parents hauling kids and groceries, mountain bikers, and riders returning to cycling after years away.

"These are real miles, ridden by real people, on ordinary days," said Jocelyn Vande Velde, marketing director, North America at Bosch eBike Systems. "Many of them are on the trail: eMTB riders getting in one more climb, one more descent, staying out longer than they expected to. The rest are commutes, errands, and school runs. What the data tells us is that the bike has become both a way deeper into the mountains and a practical answer to trips that used to belong to something else. That is the outcome we have been engineering toward for more than a decade, and it is the reason we take the responsibility of building these systems as seriously as we do."

That rider mix maps onto a broader shift underway across the U.S. market. A recent [PeopleForBikes analysis](#) describes an eBike market moving from recreation toward everyday transportation, and from the enthusiast toward the everyday rider: families, commuters, and errand-runners who never thought of themselves as cyclists. Categories built for hauling, electric cargo bikes among them, are now some of the fastest-growing in the country. The same analysis found the market to be considerably larger than headline retail figures suggest. Once direct-to-consumer and peer-to-peer channels were counted, close to one million e-bikes were bought or sold in the United States in 2024, *roughly double the size the conventional numbers had shown*. Sales figures capture what riders buy; usage data like the eBike Flow figures captures what they do with the bikes afterward, and both point in the same direction.

The figures cover only eBikes running the Bosch smart system, and only riders who have opted in to sharing data through the eBike Flow app. The first of those bikes did not reach the U.S. market until 2023, which makes the total a picture of roughly three years of riding rather than a full accounting of eBike travel on Bosch systems. Given that

previous versions of Bosch eBike systems were introduced in the US market starting in 2014, the cumulative mileage on Bosch-equipped eBikes is massive.

Earlier this year, Bosch offered a free software update via its eBike Flow app, the Performance upgrade 2.0, allowing users to increase the motor's performance values, with more torque and support, for select drive units of the smart system. This over-the-air update became available starting May 2026 for nine of Bosch's drive units, aimed at perfecting the natural riding experience by offering the ideal balance of performance, durability, and range. In addition to over-the-air updates with new features and system improvements, the Bosch smart system, through its app, provides a central hub to track activities and ride statistics. The app also offers digital theft protection, smartphone connectivity, customized riding modes, navigation by connecting directly to apps like Strava, komoot, Apple Watch and compatible Garmin devices for route, and health tracking.

Bosch eBike Systems works with more than 100 of the world's leading bicycle brands, supplying networked drive systems including motors, batteries, displays, and the eBike Flow app. The company's approach draws on Bosch's 139-year history in mobility, and on a conviction that the value of an eBike is measured in the trips it makes possible, and the memories along the way, rather than in any single specification.

For more information about Bosch eBike Systems and its range of offerings, please visit <https://www.bosch-ebike.com/us/why-ride-bosch>.

Source: anonymized, aggregated usage data from opted-in Bosch eBike Systems smart system eBikes in the United States, as of July 2026. Distance comparisons are illustrative and calculated by Verde Brand Communications.

Press photos and infocharts are available on the Bosch Media Service at www.bosch-press.com.

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About Bosch

Having established a presence in North America in 1906, today the Bosch Group employs around 38,000 associates in more than 100 locations in the North American region (as of Dec. 31, 2025). In 2025, Bosch generated consolidated sales of \$18.8 billion in the U.S., Mexico and Canada in 2025. For more information visit www.bosch.us, www.bosch.mx and www.bosch.ca.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 413,000 associates worldwide (as of December 31, 2025). The company generated sales of 91 billion euros in 2025. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, digitalization, electrification, and artificial intelligence. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in hardware, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture

intelligent, user-friendly, and sustainable products. With technology that is “Invented for life,” Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 500 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. Bosch’s innovative strength is key to the company’s further development. Bosch employs some 82,000 associates in research and development.

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 limited liability company with a charitable purpose. The remaining shares are held by Robert Bosch GmbH and by a company owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG.

It is entrusted with the task of safeguarding the company’s long-term existence and in particular its financial independence – in line with the mission handed down in the will of the company’s founder, Robert Bosch.

Additional information is available online at www.bosch-press.com, www.bosch.com.