

"Drive" at Eurobike 2017: Brose presents a new product family



With the new Drive product family, Brose offers drives for different types of Bicycles for the very first time.

Friedrichshafen (30. August 2017) From 30th August until 2nd September, Brose will be presenting the new Drive product family at one of the worldwide largest bicycle trade fairs. In this way, the drive specialist will be presenting different motors for e-trekking and e-mountain bikes as well as S-Pedelecs for the very first time. A new addition to the range is the innovative Drive S for biking enthusiasts with high ambitions.

Whether for daily use, trail biking or commuting over long distances, the latest generation of Brose drives meets a range of different e-biking needs. "A bike must fulfill the individual needs of each and every cyclist. We cater to these different demands with our Drive product family," explains Dr. Joachim Volland, head of Brose Drive Technology. "Our goal is to figure out the optimal motor for every bike model to create perfect unity with the bicycle."

The three motor variants – Drive T, Drive S and Drive TF – have the same installation size. The system allows complete integration into the frame and offers design flexibility. All the drives are "Made in Germany" and boast the sensitive response that comes as standard with Brose products, quiet motor sound and a non-drive mode in which the e-bike can be used like a conventional bicycle without pedalling assistance. The setup and technical details of the Brose motors vary depending on the model.

Drive T is the sporty allrounder for everyday use. It represents a further development that is designed for efficiency and therefore ideal for touring.

Drive S is the new model for sports use. The high performance drive features 15 percent more torque than Drive T and offers an even more sensitive response. An innovative design ensures consistent, powerful performance even on the most technically demanding trails.

Drive TF has a greater range and assists the rider at speeds of up to 45 km/h (28 mph). This high-speed motor meets the needs of touring bikers and long distance commuters.

At Eurobike, manufacturers will already be presenting the first bikes to feature the Drive product family. Brose is offering specialist dealers a growing range of training events and certifications for its new motor variations.

Connected Drive: Brose forges ahead with e-bike digitalization

The family business is already responding to the growing need for individualization by offering motors with flexible installation capabilities and freely selectable display and battery variants. "The digital networking of e-bikes will become even more important in the future," explains Volland. "We are already researching in this area and use our expertise from the automotive industry to help define future trends in the e-bike sector." In the future, Brose will continue to focus on a natural riding experience and the flexible integration capabilities of the system. "Customers are not just buying an e-bike. They want a bike which suits them both technically and esthetically."

Brose will also present its drives for e-bikes at this year's International Motor Show Frankfurt am Main.

About Brose Antriebstechnik

Based on a steering motor for cars produced millions of times over, Brose engineers have developed an innovative drive concept for e-bikes. Manufacturers can combine components from the modular system to create their own custom concept for flexible integration into the bicycle frame. Series production of the Brose mid-motor started in July 2014 and takes place at the motor plant in Berlin, which has its own e-bike competence center. Around 50 employees are involved in the development, production and sale of drive systems. Over 25 brands worldwide install the Brose e-bike system.

About Brose

Brose is the world's fifth-largest family-owned automotive supplier. The company develops and produces mechatronic systems for vehicle doors and seats as well as electric motors, drives and electronics, among others for steering, brakes, transmissions and engine cooling. Nearly 25,000 employees at 60 locations in 23 countries generate turnover of 6.1 billion euros. Every second new vehicle worldwide is equipped with at least one Brose product.



Drive T ist he sporty allrounder of the Brose Drive product family.



Brose Drive S: Consistently powerful performance even on the most demanding trails.