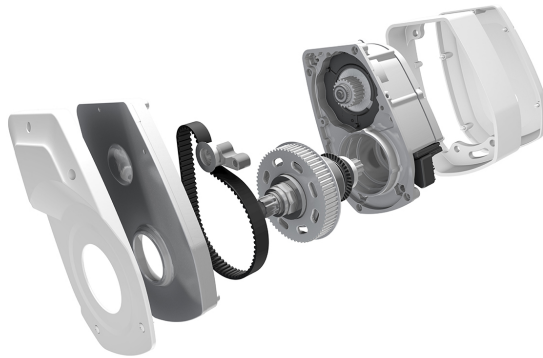


Brose showcases new e-Bike motor product family at the IAA



With its Drive product family, Brose now offers special motors for different bicycle types.

Frankfurt am Main/Berlin (13. September 2017).

Mechatronics specialist Brose plans to further develop the e-Bike market with new drive variants. The family-owned company will present different motors for e-trekking bikes, e-mountain bikes and S-pedelecs at its exhibition stand at the IAA. It will step up collaboration with dealers and service partners to successfully market the Drive product family. Brose Antriebstechnik's strong growth is set to continue in 2017.

"The strong demand significantly exceeded our expectations and we acquired additional customers. Based on this very positive development, we are expanding and preparing ourselves for further growth," explains Dr. Joachim Volland, Vice President Brose Antriebstechnik. There are more than three million e-Bikes on German roads alone and the share of the overall bicycle market will rise to over 30 percent in the medium term. In Europe, sales are expected to increase by 20 percent to two million e-Bikes in 2017. Although demand is still strongest for e-city and e-trekking bikes, there are signs that electric drives have now made their way into almost all model groups – particularly sporty, design-driven and cargo bicycles.

"The Drive product family further diversifies our offering and aligns it with individual customer needs. We drew on many years of experience in the automotive industry, which enabled us to offer our customers flexible yet affordable solutions that meet high quality standards," adds Dr. Volland. "The long-term success of our drives also depends on close collaboration with dealers and service partners, which is why we will intensify and expand our activities here." Brose also announced plans to strengthen the international focus of its sales and service structure. Potential partnerships and locations in Southern Europe, Benelux, Scandinavia and overseas are being reviewed.

New Drive product family for different e-Bikes

The latest generation of Brose drives meets the needs of a variety of cyclists: the “Drive T” is the sporty all-rounder for everyday use and is extremely efficient, making it ideal for touring. New to the product portfolio is the “Drive S”, a high-performance motor with over 15 percent more torque than the Drive T and even better responsiveness. Its novel design ensures consistently strong performance under continuous load – even on the most technically demanding trails. “Drive TF” stands for Trekking Fortyfive. The high-speed motor offers an extended range and enhanced support at speeds of up to 45 kilometers per hour, meeting the demands of long-distance commuters in particular.

All three motor variants have the same installation size. The system can be fully integrated into the frame and offers designers a great deal of creative freedom. All Brose drives are “Made in Germany” and are developed and produced in Berlin. Independent reviews confirm the sensitive response, quiet operation and a non-drive mode in which the e-Bike can be used as a conventional bicycle without pedal assistance. The setup and technical details of the Brose motors vary depending on the model.

Connected drive: Brose forges ahead with e-Bike digitization

The family-owned company is already responding to the growing need for individualization by offering motors with flexible installation capabilities and a range of display and battery variants. “The digital networking of e-Bikes will become even more important in the future,” explains Dr. Joachim Volland. “Here, too, we use our expertise from the automotive industry to help define future trends in the e-Bike sector.” Brose will continue to focus on a natural riding experience and the flexible integration capabilities of the system in the future. “Customers are not just buying an e-Bike. They want a bike that suits them both technically and aesthetically.”

About Brose e-Bike drives

Drawing on its many years of experience as a market leader in electric motors in the automotive industry, Brose offers mid-motors for electric bikes, whose hallmarks include excellent quality and maximum flexibility. Based on its steering motor for cars, which has been produced millions of times over, Brose engineers have developed a new kind of drive system for electric bikes that can be completely integrated into the bicycle frame. Cycling properties remain unchanged; the pedal assist is nearly silent and vibration-free.

www.brose-ebike.com



Brose has transferred its expertise from the automotive industry to its e-bike drives.