

## Press release

### **Brose at Eurobike 2022: successful debut in Frankfurt**

**Frankfurt/Berlin (July 18, 2022) At the premiere of Eurobike at its new Frankfurt location, Brose wowed visitors with the optimized Brose E-Bike system and surprised them with an unusual exhibition concept. The family-owned company focused on sustainability at this year's Eurobike and concentrated on experiencing the optimized drive system on the outdoor area of the leading bicycle trade fair.**

From July 13-17, over 1000 exhibitors presented their innovations at the world's largest leading trade fair in the bicycle sector. With 33,780 trade visitors and 27,370 bicycle enthusiasts, the new start of the fair exceeded the high expectations.

Brose E-Bike's unusual exhibition concept caused quite a stir. The 218 square meters of booth space in Hall 8 were not used for an exhibition stand but as an action area. The centerpiece was a work of art on the subject of sustainability, mobility and e-bikes, which the Berlin collective "Tape That" designed during the trade fair. André Luhn, Head of the Micromobility Product Division at Brose, explains, "Our appearance at the Eurobike surprised many visitors. We wanted to make a clear statement with it: We are foregoing a large booth this year and are using our innovative strength and resources to further improve our current E-Bike drives and develop new products. " Visitors who learned the background to the empty space reacted enthusiastically: "Cool action. Very brave. We wouldn't have expected that from Brose. "

#### **More driving comfort thanks to Brose Drive System**

The Brose booth on the open-air site was packed with visitors. As a special surprise, Brose had a special test bike fleet here in Brose design. With 16 city bikes, SUV bikes, MTBs and a cargo bike, there was a suitable bike for everyone. There was praise above all for the low noise and the natural ride feeling of the bike.

In recent months, the company has further expanded its system portfolio of drives, batteries, displays and app. "The E-Bike is developing into a networked overall solution with intelligent components. Anti-theft systems, integrated navigation and gear shifting are increasingly popular," says Luhn. Brose has expanded its digital offerings accordingly. They include networked components and an app that turns the smartphone into the control center for the E-Bike. Among other things, riders can use it to make settings on the drive, individualize the information offered in the dashboard, record tours with all their data, display them on a map and share them. The Brose E-Bike app

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was also on display for the first time on some of the bikes. In addition, visitors were able to learn about the technology from exhibits and digital applications and use the Brose E-Bike website with dealer search and E-Bike finder.

### **Intensive exchange with trade visitors**

Many discussions focused on the reliability, durability and resilience of Brose E-Bike systems. The investment in the development of a Europe-wide service structure was very well received by the trade visitors. A hotline for specialist dealers, webinars with online certification as well as a digitalized and streamlined complaints process are intended to take service for end customers to a new level. With these measures, Brose aims to meet the expectations of E-Bike manufacturers, service companies and E-Bike riders alike. However, critical topics such as current supply bottlenecks and joint solutions for minimizing risk were also discussed with bike manufacturers and suppliers.

Brose also welcomed the ZIV Zweirad-Industrie-Verband e.V. and the Parliamentary State Secretary Oliver Luksic to the booth. The latter was informed about the Brose system portfolio. Other topics of discussion were sustainability activities and the necessary framework conditions for Germany as a bicycle location.

### **Highlight Mobility Network Night**

Sustainability was also the focus of the Mobility Network Night on July 14, which was sponsored by Brose. Here, decision-makers and opinion-leaders were able to exchange views on the future of micromobility, make cross-industry contacts and gather inspiration: A panel of experts discussed the challenges and opportunities of sustainably designed supply chains.

Also known as the "Fietsprofessor", the founding director of the Urban Cycling Institute at the University of Amsterdam Professor Marco te Brömmelstroet spoke on the topic of bicycle-friendly urban design. He took his guests on a journey through time to the future of movement. In his keynote speech, he put himself in bed with John Lennon, Yoko Ono and their bicycle and analyzed what the former symbol of counterculture has achieved to date. He defined the most important goal as, "It's not about getting people on bikes, but getting them out of cars. To do that, you have to work on the infrastructure. People are very happy to switch to bicycles once they realize it's safe and makes sense."

For Brose, the first Eurobike in Frankfurt was a complete success. André Luhn, Head of the Micromobility product division at Brose, explains: "With our exhibition concept, we pointed out how urgent the challenge of sustainable action is. We will continue to work on appropriate concepts and solutions and

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communicate them." As an outlook for the upcoming Eurobike, he added: "Brose wants to continue setting standards in quality and reliability in the future, so we are already looking forward to the next Eurobike, where we will inspire our customers with new products."

### **About Brose Drive Technology**

Brose E-Bike systems offer the right solution for every application - whether in city, trekking or mountain bikes. The family-owned company has transferred its decades of experience as a supplier of electric motors for the automotive industry to the bicycle. At the E-Bike competence center in Berlin, 150 employees develop and produce drives that are used in models from over 50 manufacturers worldwide. Together with specially developed displays, battery and the Brose app, the drives form a perfectly coordinated system, enabling a particularly harmonious riding experience.

### **Image selection (Image rights: Brose)**



State Secretary Oliver Luksic finds out about the current Brose system portfolio

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"Bicycle professor" Marco te Brömmelstroet inspires his audience at the Mobility Network Night powered by Brose



The action area in Hall 8 caused surprise among many visitors

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Visitors at the Brose booth find out about the E-Bike system portfolio



The new Brose test bike fleet delights visitors

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