

Press release

New management for Brose e-bike

Berlin (05 October 2023). The e-bike division of supplier Brose has a new face at the top: with immediate effect, Dr. Daniel Wolde-Giorgis (47) is taking over as head of Brose Drive Technology. He will continue to drive Brose's development as a system provider for e-bikes and strategically expand the service offering.

"Brose's drive, battery and display technologies are innovative and can be combined to create seamless e-bike systems. The task now is to turn this into real added value for our customers. This is a task I am particularly looking forward to. We are relying on proven processes in the automotive industry to ensure the highest standards in development, quality and logistics," says Wolde-Giorgis.

Daniel Wolde-Giorgis studied physics and earned his doctorate in materials physics at the University of Göttingen. He began his career in 2005 at Bosch in the Automotive Electronics division, focusing on electromobility and semiconductor development. After holding various management positions, he took over as Head of Product Management for Connected Devices at Bosch eBike Systems in 2018.

"Brose E-Bike is increasingly developing into a supplier of complete systems for e-bikes. Thanks to his many years of experience and expertise in the automotive and e-bike sectors, Daniel Wolde-Giorgis brings with him the ideal prerequisites. I am looking forward to a successful collaboration", says Raymond Mutz, Executive Vice President Drives of the Brose Group. "At the same time, I would like to thank Arno Vers for his special commitment as acting head in addition to his responsibilities as head of development. Now he can concentrate again on the continuous further development of our drive concepts."

Brose drive technology
GmbH & Co.
Limited partnership,
Berlin

Sickingentraße 29-38
10553 Berlin

Phone: +49 30 343498 100
Fax: +49 30 343498 122
E-mail: ebike.berlin@brose.com

Internet:
brose-ebike.com



Daniel Wolde-Giorgis is the new manager of Brose E-Bike Systems (image rights: Brose)

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.

Press contact

Brose Drive Technology
Dennis Lamb
Phone: +49 30 343498 237
E-mail: dennis.lamb@brose.com

Brose drive technology
GmbH & Co.
Limited partnership,
Berlin

Sickingentraße 29-38
10553 Berlin

Phone: +49 30 343498 100
Fax: +49 30 343498 122
E-mail: ebike.berlin@brose.com

Internet:
brose-ebike.com