

## Press release

## Brose launches service trainings in the United States

Berlin (October 27, 2023). Brose E-Bike is taking its service to the next level. The Berlin-based manufacturer of e-bike systems will begin training courses in the US in December 2023. The detailed online sessions will provide dealers and service partners with all the important information they need to know about selling and handling products of Brose E-Bike Systems.

Starting on December 6 and running through May 2024, a total of twelve three-hour webinars will be held, each with a maximum of 100 participants. Further dates for summer and fall 2024 will follow. As with the training courses in Germany, registration is free and can be done easily via the following link: <a href="https://www.brose-ebike.com/de-en/service/trainingform/">https://www.brose-ebike.com/de-en/service/trainingform/</a>.

The new training courses make a decisive contribution to expanding the dealer and service partner network in North America. Brose is thus continuing unwaveringly on its path of providing its customers worldwide with fast and straightforward problem solving.

Jan Kurzer, Head of Service at Brose E-Bike Systems: "The carefree riding experience of our customers is our top priority. With the training courses, we guarantee frustration-free and smooth pit stops – for our dealers as well. The launch in the US is a milestone on the way to a seamless service partner network."

Brose has been continuously expanding its services since the end of 2020 and has gradually extended them from Germany to many European nations. In the training courses, dealers learn, among other things, troubleshooting by using the service tool and practice the most important repairs.

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

1





A Brose employee teaches dealers how to handle the e-bike products. In Germany, Brose holds classroom training sessions in addition to the online courses. (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,

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