

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: <https://www.brose-ebike.com/de-en/service/trainingform/>.

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.

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