

Press release

Brose E-Bike expands international service network

Berlin (31 January 2024). Brose's global service network is expanding step by step. The Berlin-based manufacturer of e-bike systems has gained two new partners who will now guarantee smooth processing of requests from its dealers and end users in the UK and Ireland as well as Poland, the Czech Republic and Slovakia.

The central point of contact for Brose dealers in the UK and Ireland will be the new eBike Motor Centre Brose in Fordingbridge (130 kilometres south-west of London), a sister company of the eBike Motor Centre. Its owner Peter Collard founded the world's first company for the repair of e-bike drives back in 2018 and has since revolutionised his craft with self-developed solutions as well as spare parts and made a name for himself internationally. Dealers whose customers have problems with Brose products can now get quick and expert help from him.

"The partnership is incredibly interesting for us because we've already worked a lot with Brose drives before," says Peter: "Brose customers and we will benefit greatly from it. It's a win-win situation for everyone."

Jarek Billewicz has a similar view. The boss of GEC Racing in Będzin (250 kilometres south-west of Warsaw) not only offers accurate repairs for e-bikes at his company, which was founded in 2017, but also sells components for the highest competitive demands under his own brand. In future, Billewicz will handle enquiries in Poland, the Czech Republic and Slovakia. Furthermore, he will, like Peter Collard, take over dealer training for his countries.

The mechanic says of the collaboration: "I have been riding and working with Brose drives for several years and consider them to be the best on the market due to their natural riding characteristics, good configurability as well as service and repair options. The majority of my customers ride e-bikes with Brose components. The partnership allows me to offer a better service and respond more quickly to their needs."

The continuous improvement of customer service is one of Brose E-Bike's most important goals. Since the end of 2020, the system manufacturer has been steadily expanding its services and has gradually extended them to numerous countries. In Germany and Austria, Brose is responsible for training bicycle dealers and processing the complaints they report. In the event of a warranty claim, the company guarantees a replacement within 96 hours.

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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, more than 140 employees develop and produce drives that are used in models from over 30 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.

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Jan Kurzer (left), Head of Service at Brose E-Bike, welcomes Peter Collard, the new service partner for the UK and Ireland, to the factory in Berlin (Image copyright: Brose)



Jarek Billewicz from GEC Racing looks after Brose Service in Poland, the Czech Republic and Slovakia (Image copyright: Brose)

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