

Press release

Waldbike and Brose plant around 500 new trees

Berlin (December 6, 2024). Waldbike and Brose are actively committed to nature conservation. The e-bike manufacturer from Calw (Baden-Württemberg) and the Berlin-based system manufacturer have planted around 500 new trees in one day. The campaign is part of Waldbike's sustainability pledge to plant a new tree for every bike sold.

The Swabians invited Brose and other partners to the Calw city forest for the second time since 2023. Waldbike stands for high-quality products that are made by hand in their glass factory in the Black Forest. An extremely high proportion of German and European components, cooperation with regional partners and tree planting contribute to the fact that the e-bikes are produced in a CO₂-neutral way.

The connection to nature is also reflected in the fact that all Waldbike models bear the Latin names of the planted tree species. "We want to give something back to the forest, because it is one of the most beautiful places to ride a bike," says Managing Director Jan Jochens: "With this campaign, we not only want to leave an ecological footprint, but also make a contribution that protects and strengthens nature. The initiative is more than just an environmental promise – it is an expression of our deep commitment to regionality, sustainability and family values."

These principles also create a close bond with Brose. The products of the Berlin-based manufacturer of e-bike systems have always been made in Germany. In addition, Brose has developed the industry's pioneering Remanufacturing Program, in which selected drive components are professionally cleaned, tested and reassembled into a reconditioned motor with a full warranty. This process saves the supplier around a third of CO₂ per drive unit and allows the drives to be rebuilt at a lower cost.

Brose has been equipping the Waldbikes with its e-bike systems since the Calw-based company was founded in December 2022. With the joint tree planting campaign, the two companies are strengthening their partnership and are actively committed to a healthier environment.

"We fully identify with the Waldbike philosophy," says Daniel Wolde-Giorgis, Head of Brose E-Bike: "It was a matter of course for us to accept the invitation and lend a hand. Real commitment to climate protection is more than just talking about it. We are proud to be able to do our bit for a greener future together with Waldbike."

Jochens adds: "For Waldbike, sustainability is not a trend, but our heartbeat. We are delighted that we can share this passion with Brose and work in partnership to promote sustainable mobility. Together, we are setting an example that technology and nature can go hand in hand."

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About Waldbike

Waldbike stands for sustainable, family-friendly mobility from the heart of the Black Forest. With sustainable production, high-quality regional components and technological innovation, Waldbike sets standards for environmentally friendly mobility. Every Waldbike sold plants a tree, which underlines the deep connection to nature and climate protection. Whether for families, commuters or outdoor enthusiasts – Waldbike offers customized e-bikes that combine safety, ergonomics and a sense of adventure.

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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The first tree is in place: Waldbike Managing Director Jan Jochens (center) with Daniel Wolde-Giorgis (right), Head of Brose E-Bike, and Alexander Baumann, Head of Sales and Marketing at Brose. (Image rights: Waldbike)



Great atmosphere despite the freezing cold: At -2 degrees Celsius, 31 participants gathered at the invitation of e-bike manufacturer Waldbike for the tree planting campaign in Calw's city forest. (Image rights: Waldbike)



They did it! It took the group six hours to plant around 500 trees over an area of 1000 square meters and equip them with protective covers. (Image rights: Waldbike)

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