

Press release

New e-bikes, new system – Campus and Brose extend partnership

Berlin (February 18, 2025). Even after ten years, Campus and Brose haven't nearly had enough. The Baden E-bike manufacturer and the Berlin-based system supplier have agreed to continue their successful collaboration. Campus will begin production and delivery of new models in fall 2025, relying on the 48-volt system from Brose.

“The collaboration with Brose has always had a special significance for us,” says Campus Managing Director Rolf Wollenweber: “It began in the summer of 2015 when we integrated the Brose aluminum motor into our e-bike models for the first time. For the summer of 2025, ten years later, we are extremely pleased to be launching the new 48-volt system on the market together with Brose. This anniversary not only underlines the trust we place in Brose's innovative strength, but also the successful development of our partnership.”

Campus has been manufacturing pedelecs for almost 20 years and stands for uncompromising quality and maximum flexibility. Each e-bike from the traditional manufacturer is designed according to the individual wishes of the customer and produced by hand at the factory in Forst. The upcoming model range from Campus includes city, trekking and SUV bikes, which are available with different gear types. A real eye-catcher is the current design study for an SUV fully, which is planned as an extension to the model line-up.

David Gromer, Management & Innovation at Campus: “In parallel with this product launch, we are also completely redesigning our web configurator to offer the models a digital platform. This will take the selection process for our customers to a new level. The new configurator will be equipped with functions that are not yet available in the industry – everything else remains an exciting surprise for the joint launch with Brose.”

When developing the system, Brose focused on maximum reliability, the familiar natural riding experience and particular user-friendliness. The core system consists of the quiet and powerful Drive³ Peak drive (95 newton meters), two accumulators (Battery InTube 800 and 650) and the Control Allround. In future, additional products will be integrated into the system step by step.

Daniel Wolde-Giorgis, Head of Brose E-Bike in Berlin: “Campus has been at our side since we produced the first drive. The loyalty and mutual trust required for such a valuable partnership cannot be taken for granted. We are all the happier that Campus is backing our new system and that we are continuing to work together on forward-looking ideas and products. The e-bikers out there can look forward to first-class bikes made in Germany.”

Wollenweber adds: “We are excited about the future with great anticipation and are proud to celebrate this milestone together with Brose. The new model range is the perfect expression of our joint successes and we are excited about the next steps in our partnership.”

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

About Campus

Campus bikes stand for the highest quality and individuality. All important production steps – from powder coating to wheel production and final assembly – are carried out at the factory in Forst (Karlsruhe district). There, almost 50 dedicated employees use a modular principle to ensure that every bike is perfectly tailored to the wishes of our customers. This focus on quality was once again rewarded by specialist dealers in 2024, who voted Campus into the top 3 in the supplier ranking of the trade magazine SAZbike. The family-run company, together with its predecessor Begena, can look back on more than 70 years of experience at the same location. In close partnership with Brose, Campus combines its expertise with innovative drive solutions to set new standards in the e-bike industry.

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.

Press contact

Brose Drive Technology

Dennis Lamb

Phone: +49 30 343498 237

E-mail: dennis.lamb@brose.com

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GmbH & Co.
Limited partnership,
Berlin

Sickingenstraße 29-38
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Powerful lines – boosted by Brose: The new Campus SUV with Brose Drive³ Peak and 800 watt-hour battery is a true all-rounder. (Image rights: Campus)

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The new 48-volt system from Brose will be installed in Campus e-bikes from fall 2025. The core components are the Drive³ Peak drive, the Battery InTube in two versions (800 and 650 watt-hours) and the Control Allround (M.). The system will then be gradually expanded to include further control units (e.g. Control Remote/l. and Control Integrate/r.) and additional comfort functions. (Image rights: Brose)



Exciting color scheme: Campus shines with an extensive color palette – here on the new low-entry SUV. (Image rights: Campus)



Wave-fully design study: The low step-through combines comfort with off-road capability. (Image rights: Campus)

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Gent-fully design study: The pedelec is to be offered as a naked bike and with full equipment. The entire line-up impresses with its coordinated design and recognition effect. (Image rights: Campus)



The highlight of the fully design study is the asynchronously integrated shock. The Drive³ Peak, which is elegantly integrated into the frame, delivers 95 newton meters of propulsion. (Image rights: Campus)