

Press release

Brose sells its e-bike drive business to Yamaha



From left to right: Daniel Wolde-Giorgis (Head of Brose E-Bike), Kenichi Muraki (Executive General Manager, Yamaha Smart Power Vehicle Business Unit), Raymond Mutz (Executive Vice President Drives Brose SE) and Hiroshi Takeyama (General Manager, Yamaha e-Kit Business Division)

Coburg/Berlin (March 31, 2025). Brose SE is selling its e-bike drive business to Yamaha Motor Co, Ltd. Subject to the approval of the antitrust authorities, Motor eBike Systems GmbH will take over Yamaha's e-bike drive and systems business. The sale is part of Brose's strategic realignment with a focus on its core business.

In the future, Yamaha will use Brose's development resources in the e-bike sector to further optimize the planning and design of new products. At the same time, the Japanese company is planning to set up its own development base in Europe in order to recognize market requirements more quickly, respond flexibly to local customer wishes and win new customers. In addition, procurement in the key European market is to be strengthened and operational efficiency further improved.

"We are convinced that Yamaha offers the best conditions to successfully develop the business. At the same time, we would like to thank our employees for their commitment," says Raymond Mutz, Executive Vice President Drives Brose Group.

Both companies are working closely together to ensure a smooth transition phase.

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