

Press release

Brose Remanufacturing Drives now available from RA-CO

Berlin (June 20, 2024). Brose E-Bike is further expanding its Remanufacturing program. Bicycle dealers in Germany and Austria can now easily purchase the Berlin-based system manufacturer's sustainable reassembled drives from its long-standing sales partner RA-CO.

The cooperation between the two companies has been running since 2020 – RA-CO has now expanded its range of Brose products to include Remanufacturing Drives. For end customers, the new sales channel means the addition of an ecologically and economically sensible solution in the event of defects. Previously, they could choose between a repair and the installation of a new motor. By opting for a Reman Drive, however, they now also have the opportunity of not only protecting the environment, but also their own wallet.

By professionally remanufacturing predefined components, Brose saves around 13 kilograms of CO₂ emissions per drive – about one third compared to the production of new motors. In addition, Reman Drives are significantly cheaper for bicycle dealers, and therefore also Brose users.

Vincent Bahar, Head of Remanufacturing at Brose: "The advantages of our pioneering process are obvious. We are very pleased to have RA-CO as a partner who supports us in making e-bike riding even more sustainable and making reassembled motors available to as many customers as possible."

Christian Schreck from the management of RA-CO GmbH (to be found at Eurobike in Hall 12.1, Stand A01): "Brose Reman Drives are another step in our successful collaboration and an even bigger one towards a truly sustainable circular economy."

Brose launched the project in 2021 and has been implementing it in series production at the Berlin plant since August 2023. In the process, the manufacturer of e-bike systems reuses certain components from returned drives. The parts are thoroughly tested and cleaned before they are supplemented with missing new parts and assembled into remanufactured motors. These are in no way inferior to new products, which is why Brose also offers a two-year warranty here.

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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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The Remanufacturing version of the Brose Drive S_{Mag} contains remanufactured components that make up around 30 percent of its total weight. (Image rights: Brose)



Electronic components that are not subject to wear are the main candidates for Brose's Remanufacturing. (Image rights: Brose)

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