



Premium Electric Power Assisted Bicycle Unit **"Bosch eBike Systems"** **To Enter Japanese Market in 2017** First exhibition in Japan at the 45th Tokyo Motor Show 2017

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Bosch eBike System

- ▶ A new option for bicycles in the premium segment for electric power assisted bicycles
- ▶ Start with popular imported bicycle brands fitted with the latest Active Line Plus series of electric power assisted bicycle system
- ▶ Comprehensive system delivers high performance with an outstanding design

Tokyo —Bosch, a leading global supplier of technology and services, will start its electric power bicycle assist system business in the Japanese market in 2017. Bosch plans to start with popular imported bicycle brands with the latest Active Line Plus system in Japan, designed for everyday use. Bosch eBike Systems already feature on around 70 popular bicycle brands in Europe, and the market is currently expanding in the United States, Canada, Australia, and New Zealand. Bosch will enter the Japanese market to drive further expansion in the APAC market. Bosch will present the first exhibition of bicycles fitted with Bosch eBike System units in Japan at the 45th Tokyo Motor Show to be held in October 2017.

Premium Electric Power Assisted Bicycle Offers a New Option for City Cycling

Japan's electric powered bicycle market has been expanding in the past few years. The effectiveness of electric powered bicycles as a means of mobility was highlighted particularly by the paralysis of the transportation system that followed in the wake of the Great East Japan Earthquake of 2011. From 2011 to 2016, following the earthquake, sales volumes of electric powered bicycles showed a CAGR of around 25%, and further sales expansion is expected going forward. "Bosch eBike Systems" targets the sector that enjoys actively using bicycles. It will open up the Japanese market as the global market leader in electric power assisted bicycle units for the premium sector. Together with its Japanese service

partner, Intertec Inc., Bosch eBike Systems will provide sales support services to stores selling electric powered bicycles fitted with Bosch eBike Systems units from October 2017 onward. The services will include a hotline, smooth response to warranty claims, supplies of spare parts, and technical support.

About Active Line Plus

Active Line Plus is the latest series from Bosch eBike Systems, set to launch in Japan in 2017. The electric power assisted bicycle system comes as a set comprising the Drive Unit (motor), PowerPack 300 (battery), Intuvia (display), and Charger. This latest system achieves quiet, smooth assistance, while offering a comfortable riding experience.

Drive Unit (Motor):

To ensure comfort for the user when riding, the Drive Unit uses a triaxial sensor to measure 1,000 movements per second, enabling it to achieve the optimal speed and electric power assist.

Special care has been taken to realize an attractive design. In 2017, the unit won the Red Dot Design Award - an international award for product design.

PowerPack 300 (Battery):

The PowerPack 300 is light and provides long battery life, with 300 Wh capacity. The battery is ergonomically designed to make it easy to remove for recharging. Designed to be mounted in the center of the bicycle, the battery will enable comfortable riding without upsetting the balance of the bicycle.

Intuvia (Display):

Intuvia shows the rider the speed, distance, riding time, and remaining distance. The display is clearly visible even in brightly lit situations, and constantly tells the rider the optimal gear to use. A remote control for the display can be mounted on the handlebars so that the rider can control the information on the display easily and safely, even while riding. Furthermore, the remote control can be used to switch between the Drive Unit's five operation modes.

Charger :

The charger is lightweight (approximately 800 g), tough, and more importantly, it can charge rapidly, achieving full charge in around 2.5 hours.

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Bosch eBike Systems

Bosch eBike Systems was established in 2009 and since 2012 has grown to be the market leader in Europe for supplying electric power assisted bicycle units. Over 70 famous European brand products are already made using Bosch products. Bosch eBike Systems' product lineup includes high performance drive units, high quality batteries, and cycle computers. The components in these electric power assisted bicycle units are each carefully manufactured to ensure mutual compatibility.

Bosch eBike Systems aims to provide all ebike riders with a sense of enjoyment by leveraging all of the Bosch Group's accumulated expertise in electric motors, sensor technologies, displays, and lithium batteries to achieve the corporate slogan "Invented for life."

Bosch Group in Japan

Bosch in Japan is currently represented in the country by Bosch Corporation, Bosch Rexroth Corporation, Bosch Packaging Technology K.K. and other affiliates. Bosch Corporation is responsible for the development, manufacturing, sales and services of automotive original equipment, automotive aftermarket products and power tools. Bosch Engineering K.K. provides engineering services, such as development and application for automotive systems. ETAS K.K. develops and provides engineering of development support tools of electrical control units. Bosch Rexroth Corporation develops and manufactures hydraulics, FA module components and other systems which contribute to industrial technologies. Bosch Packaging Technology K.K. provides processing, packaging and inspection technology. Bosch Security Systems Ltd. provides security and communication products and solutions to help secure the safety of lives, buildings and properties, and is also a supplier of professional sound systems. In 2016, Bosch Japan achieved sales to third party of some 267 billion yen and employed approximately 6,600 associates.

Additional information is available online at

<http://www.bosch.co.jp> Bosch Japan Website (Japanese)

<https://twitter.com/Boschjapan> Bosch Japan Twitter (Japanese)

<https://www.facebook.com/bosch.co.jp> Bosch Japan facebook (Japanese and English)

<https://www.youtube.com/boschjp> Bosch Japan Youtube (Japanese)

Bosch Group

The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). The company generated sales of 73.1 billion euros in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 120 locations across the globe, Bosch employs some 59,000 associates in research and development.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPresse.