

## E-bike drives manufactured by Bosch **Further expansion of product marketing and training**

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### Two branch experts join the team

- ▶ Martin Schäfer begins work in e-bike product marketing
- ▶ Ulrich Lippmann brings added strength to training team

Reutlingen – Bosch is expanding its ebike drives team, a move that will place the company in an even stronger position to provide optimal service to bicycle-industry customers and dealers as series production commences. Martin Schäfer joined ebike product marketing and branding at the beginning of the year. He brings with him both market knowledge and connections with manufacturers and dealers he accumulated in over 20 years at Magura.

Ulrich Lippmann is the new head of training on the ebike team. His role is to collaborate with service partner Magura to foster relations with the bicycle industry. He brings with him experience in and an understanding of the dealership scene from his previous work as manager of a specialist bicycle shop and his knowledge as a bicycle expert.

Rainer Jeske, head of the ebike business unit, believes the two new branch experts will strengthen Bosch's connections with the e-bike world: "With this team, and with our ebike drives, we are now in the best possible position to offer optimal service to manufacturers and dealers, and to push forward innovative ideas," he says.

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### Contact person for press inquiries:

Julia Patzelt

Phone.: +49 7121 35 35 883

*The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, some 283,500 associates generated sales of 47.3 billion euros in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal 2010. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent some four billion euros for research and development in 2010, and applied for over 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.*

*Bosch is celebrating its 125th anniversary in 2011. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as a "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 can be accessed at [www.bosch.com](http://www.bosch.com), [www.bosch-press.com](http://www.bosch-press.com), and [www.125.bosch.com](http://www.125.bosch.com).*