



April 4, 2017

Sea Otter Classic Gears Up for 2nd Annual Electric Mountain Bike Race April 21st Registrations on track for another great turnout

- ▶ Bosch eBike Systems Americas General Manager Claudia Wasko: “New race course will challenge even the best mountain bikers.”
- ▶ \$5,000 “Industry Challenge” purse to benefit National Interscholastic Cycling Association (NICA).

Irvine, CA – Bosch eBike Systems (www.bosch-ebike.us) invites racers to participate in the 2017 Haibike eMTB Race epowered by Bosch, which will take place at 4:30 p.m. on Friday, April 21st at the Sea Otter Classic.

This year’s eMTB race looks to be bigger and better than ever, with a new race course that will test even the best of riders. Scheduled for four laps, each 2.9-mile lap will feature 373 feet of climbing—with 1.4 miles featuring a max grade of 24 percent, which will put these eMTBs to the ultimate electric test! The downhill singletrack sections are fast and flowing with many obstacles along the way including two rock gardens and the “Gravel Speed Trap”—a gravel section designed to stop cars going more than 200mph! Click [here](#) to view race course on Trailforks.

“Last year we had over 110 riders participate in the race, which was an unbelievable turnout for the first year,” said Claudia Wasko, General Manager of Bosch eBike Systems Americas. “This year we look to eclipse those numbers on a new race course that will challenge even the best eMTB riders.”

The eMTB race is open to both men and women who will compete in six age categories and a Bosch sponsored “Industry Challenge” to benefit the National Interscholastic Cycling Association (NICA). The Bosch Industry Challenge for NICA is open to anyone who currently works in the cycling industry. The fastest racer will win a \$2,500 purse to donate to one of the 19 NICA leagues operating

across America—winner’s choice! Additionally, Bosch will contribute another \$2,500 towards NICA's efforts to expand interscholastic cycling.

"We are thankful for Bosch's contribution to our efforts to grow cycling in America and I look forward to racing the 'Industry Challenge' myself," said Austin McNerny, President of NICA. "Bosch's leadership is helping educate individuals and communities on how eBikes can be ridden responsibly and, thus, allow a broader array of individuals to enjoy spending time outside on bikes."

To register for the race, please click [here](#). After registering you can reserve an eMTB (if you don't already own one) by clicking [here](#) (first come first serve, subject to availability).

Press Photo 1:



Bosch’s Brian Sarmiento competes in the 2016 “Industry Challenge,” part of the Haibike eMTB Race epowered by Bosch.

Press Photo 2:



\$5,000 Industry Challenge purse to benefit National Interscholastic Cycling Association (NICA)

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About Bosch eBike Systems

A new generation of bikes is taking town and country by storm and is already a part of everyday life. eBikes are a modern means of transport for modern people: people in a hurry and people who prefer to take it easy, the fit and the comfort lovers, commuters and pleasure cyclists and, of course, young and old. The tailwind of technology-leading eBikes made by what are already more than 60 leading brands in Europe is powered by components that Bosch is developing to perfection. The Bosch portfolio ranges from the highly efficient drive unit (motor and gearbox) and high-quality batteries to a smart on-board and cycle computer that can be used intuitively. Perfect coordination of components holds the key to typical Bosch performance in terms of both comfort and efficiency. Like other Bosch products, the eBike systems benefit from the Bosch Group's technology and production know-how. From conception and engineering to manufacturing, marketing and after-sales service, Bosch eBike Systems constantly set new standards for the eBike industry. The Bosch Group's experience in the areas of electric motors, sensor technology, displays and lithium-ion batteries ensures that Bosch eBike systems use technology that is invented for life and that eBike users have their fun.

For more information please visit www.bosch-ebike.com

About Bosch

The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). According to preliminary figures,

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 industry. 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 450 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, 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 59,000 associates in research and development.

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