



April 6, 2017

eMTB Racing Returns to Sea Otter Classic—epowered by Bosch **Registration on track for another great turnout**

- ▶ New race course will feature a very steep climb and “Gravel Speed Trap.”
- ▶ Bosch eBike Systems Americas General Manager Claudia Wasko: “New race course will challenge even the best eMTB riders.”

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.”

Don’t own an eMTB? No problem. The Bosch eBike Demo Zone is the largest gathering of eBike brands under one tent at the Sea Otter Classic featuring the newest models from Bulls, KTM, Lapierre, Riese & Müller, and Trek. Find us at Booths 708-711, next to SRAM. After [registering for the race](#), you can reserve an eMTB by clicking [here](#) (first come first serve, subject to availability).

Mountain Bike Hall of Famer Nat Ross is participating in the race for the second year in a row, along with other big names like former Tour de France participant Ted King (Cannondale brand ambassador) and Martin Frey (Team Bulls). “The eMTB course has a bit of everything in it and challenges even the best bike handlers in the world,” Ross said. “The sport is evolving quickly and eMTB is here to stay. I’m ready to rumble!”

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.

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 powered by Bosch.

Press Photo 2:



The starting line of the Haibike eMTB Race epowered by Bosch.

Contacts for press inquiries:

Claudia Wasko

Robert Bosch LLC

phone: +1-949-679-1530

claudia.wasko3@us.bosch.com

Andy Ambrosius

Tech Image

phone: +1-312-888-1628

andy.ambrosius@techimage.com

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.

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