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Traveling Expo for Electric Bicycles Offers Educational Opportunities for Dealers

Las Vegas, NV: At Interbike 2015, Bosch eBike Systems announced the alignment of their Technical Certification Tour to coincide with the Electric Bike Expo, a six-stop tour to bike-friendly cities starting in January 2016.

The Electric Bike Expo is a six-month, six-city tour providing thousands of consumers a chance to experience the excitement of riding power-assist electric bicycles on a thrilling test track. Bicycle dealers and enthusiasts over the age of 16 will be able to test ride a number of the leading Bosch powered brands such as Haibike, Trek, Felt, Gazelle, and Xtracycle. As the Electric Bike Expo's presenting sponsor, Bosch eBike Systems will spend time educating thousands of consumers about the features, benefits and functionality of their product. With the addition of Bosch technical training clinics, bicycle dealers from around the country can visit any of the weekend events to obtain their Bosch certification.

Bosch Technical Certification

This three-hour certification course will be taught by Bosch technicians in conjunction with regional service providers Magura (United States) and Live to Play Sports (Canada) and provide dealers with the experience and diagnostic tools necessary to service Bosch-equipped electric bikes in their shop.

To RSVP or to receive more information on costs and scheduling for upcoming training tour locations, please contact Magura or Live to Play Sports by phone (+1 844.723.2453) or by email (boschservice@magurausa.com, or boschservice@livetoplaysports.com).

While electric power-assist cycling has been in existence for many years as a niche market segment, the recent explosion of leading cycling brands now developing and marketing electric bikes has created new interest among numerous traditional cycling retailers. Technical training is critical to ensure that shops can successfully service the electric bicycles they sell.

The inclusion of a third fully equipped pavilion with a presentation stage and A/V setup will allow other companies to utilize the tent for events and promotions throughout each weekend.

Test Track & Brands

The tour will visit six bicycle-friendly markets in the United States and allow bicycle dealers and enthusiasts over the age of 16 to test ride a massive selection of electric bikes on a 25,000 square foot closed loop outdoor circuit, featuring specialized terrain to help highlight

hill climbing capabilities and the nimble abilities of electric bikes that emulate the feel of a traditional bicycle.

Over 50 different electric bike models will be featured at the event and available for test rides. Joining Bosch will be the tour track sponsor Trek Bicycle, who is launching a new line of electric bikes throughout North America. Additional brands who have signed on to showcase their bikes include A2B, BESV, Easy Motion, Felt Electric, Focus, Gazelle, Haibike, IZIP, Kalkhoff, Polaris, Raleigh, Stromer, and Tempo. Company representatives will be present to teach each rider how to use the features as well as to answer questions about care and maintenance. These brands will also be joined by equipment and accessory suppliers specializing in electric bike products.

Another unique interactive feature available to the visitors will be the Cargo Bike Experience where riders will be able to test the latest bikes from Yuba, Xtracycle and others. Before entering the track, they will have the option to add boxes of a variety of sizes and weights to the frame to see what it is like to ride with the added freight. The cargo style bike is becoming quite popular with the ability to carry one or more children, a full load of groceries and other goods including pizza deliveries, small packages and mail. The electric motor supplement makes transporting the extra weight a breeze. Several models of cargo e-bikes have been converted into police bikes for local police departments, park rangers and even hotel and resort security units.

Scheduling

The first tour location will be Tempe, Arizona in conjunction with affiliate sponsor Interbike® and their annual conference for bicycle dealer education. The IBD Summit is scheduled for January 12-14 at the Phoenix Marriott Tempe at the Buttes. The Electric Bike Expo will overlap starting on the 14th and will run through the weekend at Tempe Diablo Stadium. The event opens to the public on Friday afternoon from 3pm to 8pm, Saturday from 9am to 8pm, and Sunday from 9am to 4pm. Additional stops on the tour itinerary include San Diego, CA in February; Houston, TX in March; Palo Alto, CA in April; Portland, OR in May; and Denver, CO in June.

About Extra Energy Services North America: EESNA is a Nevada Corporation made up of the leading experiential marketing and publishing organizations within the electric bicycle and Light Electric Transport marketplace from the US, Europe and Asia. German-based ExtraEnergy.org has been the pioneer of consumer education, testing and advocacy throughout Europe since 1992. Publisher and editor of ElectricBikeReport.com has been the leading news and review source for e-Bikes in North America since 2010 and Raymond Verhelst & Associates brings a team with more than 40 years of combined exhibition and special event experience, along with a strong technical background in LEV transport and rechargeable technology.

About Robert Bosch, LLC: Considered one of the leading technology and services companies in the world, the Bosch ebike Systems division has become a leader in the electric bicycle drive systems with combined motor, controller and rechargeable battery pack solutions utilizing the company's advanced engineering and manufacturing experience since 1886.

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