

Brose sells its e-bike drives business to Yamaha



From left to right: Daniel Wolde-Giorgis (Head of Brose E-Bike), Kenichi Muraki (Executive General Manager, Yamaha Smart Power Vehicle Business Unit), Raymond Mutz (Managing Director Drives Brose SE) and Hiroshi Takeyama (General Manager, Yamaha e-Kit Business Division)

Coburg/Berlin (31. March 2025) Brose SE is selling its e-bike drives business to Yamaha Motor Co., Ltd. Subject to approval by the antitrust authorities, Yamaha's Motor eBike Systems GmbH will take over the e-bike drive and systems business. The sale is part of Brose's strategic realignment with a focus on its core business areas.

In the future, Yamaha will use Brose's development resources in the e-bike sector to further optimize the planning and design of new products. At the same time, the company plans to establish its own development base in Europe to recognize market requirements more quickly, respond flexibly to local customer requests and win new customers. In addition, procurement in the key European market is to be strengthened and operational efficiency further improved.

"We are convinced that Yamaha offers the best conditions to successfully develop the business further. At the same time, we would like to thank our employees for their commitment and dedication", says Raymond Mutz, Executive Vice President Drives Brose Group.

Both companies are working closely together to ensure a smooth transition phase.