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Former Bosch Executive Jonathan Weinert Joins Gates Marketing Team

Will oversee strategic marketing for bicycles, eBikes and global electric mobility

DENVER, June 4, 2019 – Gates (NYSE: GTES), a leading global provider of power transmission systems, has hired veteran marketing and electric mobility strategist Jonathan Weinert, PhD, to oversee marketing of its Gates Carbon Drive™ bicycle and eBike systems and the company’s growing portfolio of carbon belt drive technologies for scooters, motorcycles and emerging forms of personal electric mobility.

Weinert, who previously worked for five years as sales and marketing manager for Bosch eBike Systems at Bosch USA, assumes the newly created Gates position of Director of Strategic Marketing for Global Mobility.

“Micromobility devices like bicycles, electric bikes, scooters and electric motorcycles are increasingly important worldwide as cities and nations seek ways to relieve congestion and improve the efficiency and sustainability of their transportation networks,” Weinert says. “As the premium producer of carbon belt drive systems for pedal and electric bikes, Gates wants to help lead this revolution in personal mobility to benefit individuals, communities, and our customers worldwide.”

“Jonathan’s expertise within the electric mobility sphere and his passion for bikes and sustainable transportation solutions makes him an incredible asset for Gates as we grow and diversify our product range to meet growing global demand for our belt drive transmission systems,” says Joe Menzel, General Manager of Gates Carbon Drive.

Prior to working at Bosch USA, Weinert spent nearly three years in Shanghai doing strategic marketing and product development for Bosch Electrical Drives at Bosch China. He previously worked in battery and fuel cell business development in the energy and automotive industries for Chevron and Ford. Weinert has a doctorate in philosophy in the area of transportation technology and policy, and an undergraduate degree in mechanical engineering from the University of Michigan. He joins Gates at its global headquarters in Denver.

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About Gates Carbon Drive™

Gates Carbon Drive™ is a belt drive technology that is moving bicycles forward through technological innovation that empowers individuals, businesses and communities to expand their mobility horizons. Carbon Drive is a product of Gates, a global manufacturer of power transmission solutions for a diverse range of industrial and consumer applications. Clean, light, fast and efficient, Gates Carbon Drive needs no grease and it will never rust or stretch, making it the ideal drivetrain for today’s modern bicyclists. www.gatescarbondrive.com

About Gates



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Gates is a global manufacturer of innovative, highly engineered power transmission and fluid power solutions. Gates offers a broad portfolio of products to diverse replacement channel customers, and to original equipment ("first-fit") manufacturers as specified components. Gates participates in many sectors of the industrial and consumer markets. Our products play essential roles in a diverse range of applications across a wide variety of end markets ranging from harsh and hazardous industries such as agriculture, construction, manufacturing and energy, to everyday consumer applications such as printers, power washers, automatic doors and vacuum cleaners and virtually every form of transportation. Our products are sold in 128 countries across our four commercial regions: the Americas; Europe, Middle East & Africa; Greater China; and East Asia & India. www.gates.com