*For Immediate Release*

**Delta Introduces High-Performance Mid Drive Motor to the European E-Bike Market**

*FRANKFURT, July 3rd 2024* — Delta, a global leader in power management and a provider of IoT-based smart green solutions, has announced the launch of an innovative Mid Drive Motor for e-bike in Europe during the [Eurobike Show 2024](https://eurobike.com/frankfurt/en/exhibitor-search.detail.html/delta-electronics-netherlands-bv.html). Designed with a unique patented architecture, the Delta Mid Drive Motor, boasting only 2.9 kg in weight and maximum torque as high as 90 Nm, is a testament to Delta's commitment to pioneering efficient, energy-saving, and high-performance solutions for the mobility sector.

Michael Mayer-Rosa, Senior Director of the Industrial Automation Business Group, Delta Electronics EMEA Region, highlighted the significance of this breakthrough, stating, "Our Delta Mid Drive Motor represents a major advancement in e-bike technology, reflecting our dedication to innovation and excellence in the mobility sector.”

**Compact, High-Performance Design**

The Delta Mid Drive Motor is remarkably compact, weighing just 2.9 kg and delivering a powerful maximum torque of 90 Nm. Its dimensions (111 x 92 mm) make it one of the most compact motors in its class, allowing e-bike manufacturers more flexibility in designing streamlined, lightweight e-bikes. Its high torque is ideal for e-cargo bikes and e-mountain bikes, where robust performance is essential.

The motor's patented concentric cylinder design and unique gear technology ensure efficient power delivery and easy installation, while the minimized envelope enhances the overall aesthetics of the e-bike by making the motor hardly visible.

**Ecosystem and Customization**

Delta does not just offer the motor, but also provides an entire ecosystem for e-bike manufacturers. The motor can be purchased alone, allowing designers to create their own e-drive systems, or as part of a comprehensive package with well-known partners. Delta offers in-tube and detachable batteries in four types, ensuring a range of power options to suit different needs.

Additionally, Delta provides three different controller and display combinations. These range from a low-key switch and a minimalist display integrated into the top tube, to more advanced options, which supports turn-by-turn navigation.

**Technology and Experience**

Delta is not new to the mobility industry. With more than a decade of experience in developing electric motorbike motors, the company has leveraged its extensive R&D capabilities to create the Delta Mid Drive Motor. Delta's initial commercial focus will be on premium OEMs in the DACH (Germany, Austria, Switzerland) region and BeNeLux (Belgium, Netherlands, Luxembourg). Test samples are expected to be distributed in late summer, with mass production and delivery scheduled to begin in early 2025.

Delta's entry into the bicycle industry marks a significant milestone, reflecting its broad vision and technological expertise. For more information on the Delta Mid Drive Motor and other Delta products, please visit Delta’s [website](https://www.delta-emea.com/en-GB/index) or visit Delta at the [Eurobike](https://eurobike.com/frankfurt/en/exhibitor-search.detail.html/delta-electronics-netherlands-bv.html) in Frankfurt, Germany.

**About Delta**

Delta, founded in 1971 and listed on the Taiwan Stock Exchange (code: 2308), is a global leader in switching power supplies and thermal management products with a thriving portfolio of smart energy-saving systems and solutions in the fields of industrial automation, building automation, telecom power, data center infrastructure, EV charging, renewable energy, energy storage, and display, to nurture sustainable cities and smart manufacturing. As a world-class corporate citizen guided by its mission statement, “To provide innovative, clean and energy-efficient solutions for a better tomorrow,” Delta leverages its core competence in high-efficiency power electronics and its ESG-embedded business model to address key environmental issues, such as climate change. Delta serves customers through its sales offices, R&D centers and manufacturing facilities spread over close to 200 locations across 5 continents.

Throughout its history, Delta has received various global awards and recognition for its business achievements, innovative technologies and dedication to ESG. Since 2011, Delta has been listed on the DJSI World Index of Dow Jones Sustainability™ Indices for 13 consecutive years. In 2020, 2022 and 2023, Delta was also recognized by CDP with double A List for its substantial contribution to climate change and water security issues, and named Supplier Engagement Leader for its continuous development of a sustainable value chain for 6 consecutive years.

For further information, please visit: [www.deltaww.com](http://www.deltaww.com)

Sales Contact :

REX.HUANG 黃中昱 | Key Account Sales | rex.huang@deltaww.com

Media Contact :

Dani O. Communication

Daniela Odesser | +49 (0)170 3131812

Jahnstr. 5 | 80469 München | Germany | [www.dani-o.com](https://www.dani-o.com/en)