Panasonic Industry Europe GmbH

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**Exclusive Insights at Panasonic**

***Velomotion* presents new "House Visit" video**

München, September 2024

*Velomotion*, one of the leading platforms for bicycle and e-bike content in the German-speaking countries, recently visited the Panasonic Campus in Ottobrunn, Munich, for an exclusive behind-the-scenes look. The visit is featured in the YouTube video from the popular "House Visit" series. The video titled "PANASONIC Home Visit: Almost 30 Years of E-Bike History" offers fascinating insights into nearly three decades of e-bike innovation. Panasonic is a pioneer in the development of e-bike drives and has been one of the world's leading manufacturers since the 1990s.

In the detailed video, viewers get to know the history of the Japanese technology company and learn all about the latest developments in the field of e-bike motors. For experts, technology enthusiasts and e-bike enthusiasts alike, the clip offers a valuable insight into the technical innovations that make Panasonic a leading player in the e-bike market.

The video is available on *Velomotion*'s YouTube channel, which is one of the leading platforms for bicycle and e-bike content with around 20,000 subscribers. With weekly videos and specialist reports, the channel offers valuable information for professional and amateur riders alike.

We cordially invite all e-bike magazines and specialist media to share the video and give their readers this exclusive insight into the world of Panasonic.

* Link to the video: [Hausbesuch PANASONIC: Fast 30 Jahre E-Bike Geschichte (youtube.com)](https://www.youtube.com/watch?v=fQHCVGlf7XA)

For more information about Panasonic Industry's e-bike drive systems, please click here: [e-bike motor unit (panasonic.eu)](https://industry.panasonic.eu/products/devices/e-bike-systems/e-bike-motor-unit?selected_lang=de)

**About Panasonic Industry Europe GmbH**

Panasonic Industry Europe GmbH is part of the global Panasonic Industry organization, one of the five major operating companies within Panasonic Holding. Panasonic Industry Europe provides products and services for industrial customers all over Europe.   
Panasonic Industry Europe is committed to enabling customers to achieve their goals in a broad range of industrial sectors such as mobility, infrastructure, automation, medical, appliances, smart living, and security. With the know-how of devices and solution technologies, cultivated through a global mindset and over a century of tradition, Panasonic Industry collaborates closely with customers to create a sustainable future.

Panasonic Industry Europe’s broad and diverse product portfolio encompasses key electronic component sectors including electromechanical and passive components, batteries and other energy products, sensors and wireless connectivity modules, thermal management materials and custom solutions, as well as automation devices & solutions.

More about Panasonic Industry Europe: <http://industry.panasonic.eu>

**About the Panasonic Group**

Founded in 1918 and today a global leader in developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, industry, communications, and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022, with Panasonic Holdings Corporation serving as a holding company and eight companies positioned under its umbrella.

The Group reported consolidated net sales of Euro 59.40 billion (8,378.9 billion yen) for the year ended March 31, 2023. To learn more about the Panasonic Group, please visit: <https://holdings.panasonic/global/>