PRESS RELEASE

UNDER EMBARGO until Friday NOVEMBER 6, 2026, at 12am PST / 1am MST / 9am CET

SHIMANO LAUNCHES THE EP810 SERIES: A NEW GENERATION OF INTELLIGENT E-BIKE SYSTEMS

The high-performance e-MTB system introduces AUTO ASSIST, next-generation AUTO SHIFT, refined control, and a completely new SHIMANO E-BIKE SYSTEMS ecosystem



Key Highlights

- DU-EP810 delivers up to 100Nm of torque and 750W peak power, while weighing 2.3 kg. Its magnesium alloy cover includes cooling fins to improve heat dissipation.
- True Auto is the umbrella concept for the combined ride experience created by AUTO SHIFT and AUTO ASSIST.
- New system features include the all-new SHIMANO CONNECT app, Lift & Shift, and support for easier restarts after stopping on steep uphill terrain.
- Refined controllability and natural ride feel remain central to SHIMANO engineering, with predictable power delivery and smooth transitions across technical terrain.
- The full EP810 ecosystem includes the drive unit, drivetrain integration, controls, displays, USB-C connectivity, a battery system and chargers.

SHIMANO is proud to announce the launch of the EP810 e-bike system, a complete, next-generation platform built to deliver a more intuitive, controlled, and natural riding experience.

EP810 combines a lightweight 2.3 kg drive unit with 100Nm of torque, up to 750W peak power, and refined system intelligence. The system is designed to complement rider input rather than overpower it, helping riders climb smoothly, transition more naturally, and stay connected to the terrain.

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AUTO ASSIST adds dynamic support adjustment to SHIMANO's latest generation of AUTO SHIFT. Together, these functions create the True Auto ride experience: an umbrella concept for synchronized gear and assist behavior that works quietly in the background while the rider focuses on the trail.



From Input to Intuition

E-bike systems have traditionally required riders to manage several inputs at once: when to shift, how much support to use, and how to adapt to changing terrain. With EP810, SHIMANO reduces that complexity.

The system reads the ride in real time, interpreting cadence, torque, speed, and gradient. It responds smoothly and almost invisibly, creating intuitive amplification rather than automation for its own sake.

EP810 is built around the harmony between rider and machine. SHIMANO has engineered a system that does not interrupt the ride; it enhances it. Technology fades into the background, leaving the rider with a smoother, quieter, and more connected experience.



What sets EP810 apart?

AUTO SHIFT (Gen 3)

AUTO SHIFT (Gen 3) combines SHIMANO Di2 electronic shifting with an updated algorithm and motion sensing to better understand rider input and terrain. This allows the system to execute smarter, more precise gear changes when needed.

Customization is simple. Riders can adjust cadence preference within a +/- 3 range directly on the bike, without app interaction or complex menu navigation.

EP810 with AUTO SHIFT is available on SHIMANO Di2 drivetrains: XTR, DEORE XT, DEORE, GRX and SHIMANO CUES

AUTO ASSIST (TRAIL+)

AUTO ASSIST, integrated into TRAIL+ mode, adjusts support according to terrain and rider input. The system continuously monitors gradient and riding conditions, then adapts power output in real time.

On climbs, support increases in a controlled way to help improve traction and reduce the risk of wheel slip or front wheel lift. On descents, assistance is reduced to support control. On flat terrain, power usage is minimized to help extend battery range. The result is efficient, predictable support across changing conditions.

Controllability

EP810 delivers the natural ride feel SHIMANO is known for. Power delivery is predictable, transitions are smooth, and the bike responds intuitively to rider input. Whether climbing steep gradients or navigating technical singletrack, the bike feels controlled, composed, and connected to the trail.

SHIMANO CONNECT App

Using the new SHIMANO CONNECT app, riders can customize system behavior, update components, and track rides in a single interface. Fast connection, improved usability, and features such as system lock enhance both control and convenience. The connection with the new app is fast and highly stable.

Firmware can be updated to compatible Shimano components while riding and installed later, helping keep the system up to date without interrupting the ride experience.



Shimano's new wireless protocol: D-FLY+

Alongside the new EP810 Series, Shimano introduces **D-FLY+**, a next-generation wireless protocol. Key benefits of this update include faster data transmission and stronger protection of wireless communications, helping riders and partners enjoy a more seamless and reliable connected ecosystem.

More than just a communication upgrade, D-FLY+ serves as the foundation of Shimano's next-generation connected ecosystem, combining enhanced performance, seamless integration, and advanced security to enable future connected e-bike experiences.

D-FLY+ is not compatible with previous D-FLY systems and is supported only on the EP810 Series and later platforms. For the latest compatibility information, please visit the Shimano official website and compatibility information page: https://si.shimano.com/pdfs/information/reference/3rd_party_product_compatibility.pdf.

Lightweight

At just 2.3 kg, EP810 is significantly lighter than previous generations. Reduced weight improves handling, making the bike more agile, responsive, and easier to control on technical terrain.

Compact and powerful

The compact drive unit design improves frame integration and increases ground clearance, giving riders more confidence on technical trails. With 100Nm of torque and up to 750W of output, EP810 delivers consistent support across a wide cadence range up to 160 RPM. It performs effectively on low-cadence climbs, high-cadence efforts, and sudden changes in cadence.

Quiet

EP810 is engineered to minimize noise. The redesigned internal structure reduces mechanical sound, allowing riders to stay connected to the natural environment.

Hill Hold and Lift & Shift

Steep climbs do not always go to plan. EP810 includes Hill Hold and Lift & Shift functions to support easier restarts after stopping on an incline. When Walk Assist is activated on uphill terrain, the motor can help hold the bike in position, reducing the need to hold a brake lever while preparing to restart.

When stopped mid-climb, riders can hold the assist-down button to set the bike to Walk mode. They can then lift the rear wheel and double press the assist-down button so the system automatically shifts into a lower gear, preparing the bike for a smoother restart with less effort. This can make a meaningful difference when the gradient is high, traction is limited, and momentum matters.

Assist Remain and Carry Over

Assist Remain and Carry Over are designed for technical terrain where rider input can become uneven. Instead of simply delivering more power all the time, EP810 uses an advanced assist algorithm built around how riders pedal through difficult sections.

Assist Remain helps smooth support when pedaling input becomes uneven or briefly drops, helping riders stay balanced and in control. Assist Carry Over provides a short continuation of support after pedaling stops, helping maintain forward motion through obstacles. Carry Over duration can be customized to match terrain, riding style, or race demands.

The Drive Unit: DU-EP810

The DU-EP810 drive unit sits at the center of the new system. Its 2.3 kg construction, magnesium alloy cover, integrated cooling fins, compact profile, and wide cadence support are designed to deliver consistent power across climbs, flats, and technical sections. The exploded view highlights the engineering details behind EP810's heat management, low weight, reduced mechanical noise, and refined support feel.



Cycle Computer: SC-EN700

The SHIMANO SC-EN700 cycle computer is designed to integrate seamlessly into the bike and the ride. Mounted on the top tube, it delivers essential ride data in a clean, compact format that keeps the cockpit uncluttered.



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Cycle Computer: SC-EM810

The SHIMANO SC-EM810 cycle computer brings essential ride information directly into your line of sight. Mounted on the handlebar, it delivers clear, real-time data without taking your focus off the trail. The full color display shows key information at a glance, including AUTO SHIFT status, assist mode, speed, time, range, and distance.





USB-C Module: EW-USB30-C

The SHIMANO EW-USB30-C module adds practical charging and connectivity to your EP810 system. Designed for seamless integration, it provides a USB-C port to power external devices such as your smartphone while you ride. With a stable 5V 1.5A output, it keeps essential devices charged without interrupting the ride experience.

Assist Switch: SW-UT600-LR

The SHIMANO SW-UT600-LR wireless switch is designed to simplify control and clean up the cockpit. With a compact three-button layout and intuitive ergonomics, it gives riders direct access to assist modes and system functions without distraction. Fully wireless, it removes the need for cables while maintaining fast, reliable response on every ride. Designed to fit seamlessly into left- or right-side setups, it helps keep rider focus where it belongs, on the trail.



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Battery: BT-EN827

The SHIMANO BT-EN827 downtube battery delivers reliable power with optimal balance between weight and range. With 720Wh capacity, it supports extended range across climbs, flats, and technical terrain. Charging is simple and efficient. The result is straightforward. More time riding, less time thinking about range.

- Weight: approx. 4.1 kg
- Dimensions: 420 × 84 × 73 mm
- Voltage: 43.2 V
- Maximum Drive Unit Output: 750 W
- Charging Options (2A / 4A): Choose between standard (EC-EN832) or faster charging (EC-EN834) to match your needs.

Product Overview

- DU-EP810 – Drive Unit
- DU-EP810-CAN – Drive Unit
- DC-EP810-A – Drive Unit Cover
- DC-EP810-G – Drive Unit Guard
- SW-UT600-LR – Wireless Multi-purpose Switch
- SW-EN601-L – Assist Switch
- SC-EN700 – Cycle Computer (Top Tube)
- SC-EM810 – Cycle Computer (Handlebar)
- EW-USB30-C – USB-C Module
- FC-UT610-E – SHIMANO Crank Arm Set
- FC-MT820-E – SHIMANO Crank Arm Set
- FC-M8200-E – DEORE XT Crank Arm Set
- CR-EM810-12-B – 12s Chainring
- BT-EN827 – Integrated Type Battery for Down Tube 720Wh
- EC-EN832 – Battery Charger (2A)
- EC-EN834 – Battery Charger (4A)
- SM-BTE82 – Battery Adapter
- BM-EN820 – Battery Mount
- RD-M9290-12 – XTR Di2 Rear Derailleur (12s HYPERGLIDE+)
- RD-M8290-12 – DEORE XT Di2 Rear Derailleur (12s HYPERGLIDE+)
- RD-RX829-SGS – GRX Di2 Rear Derailleur (12s HYPERGLIDE+)
- RD-U8090-SGS – CUES Di2 Rear Derailleur (12s LINKGLIDE)

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Market Position and Availability

The new EP810 sits at the pinnacle of Shimano's E-Bike System lineup, developed to meet the demands of MTB-enthusiasts and top-level athletes.

Pricing: Final OEM and aftermarket pricing will vary by market and specification.

Availability: Model availability will vary by region; consult local Shimano distribution channels for timelines and SKU details.

NOTES TO EDITORS:

1. **Embargo:** Friday NOVEMBER 6, 2026, at 09:00 CET
2. **To download high-resolution images, please visit:**
    a. **EP810 lifestyle images**: https://media.shimano-eu.com/en-CEU/assets/91e1986d1894827b82ec1a9aba91dfdc7273fc4e/
    b. **EP810 studio images:** https://media.shimano-eu.com/en-CEU/assets/1fd0d0c83ce261677221a0457af2f82062d6378b/
3. **About SHIMANO:** Founded in 1921, Shimano is dedicated to helping its customers get closer to nature and to supporting people in realizing their dreams and creating new lifestyles. That comes with the desire to create outstanding cycling products and apparel. With over 100 years of experience creating internationally renowned bicycle components, Shimano is proud to have developed products that continue to take countless athletes to

victory and enable limitless global bicycle journeys. For more information, see: http://bike.shimano.com.