

## **The 45th Tokyo Motor Show: Bosch is pursuing growth through transformation of mobility**

Accelerating efforts to achieve the accident-free, stress-free, emissions-free mobility of the future

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- ▶ Strong growth predicted for domestic sales to third parties in Japan in 2017
- ▶ Automated driving: partnership with INCREMENT P CORPORATION to develop high-resolution maps
- ▶ Lifesaver: Bosch provides emergency call service eCall to Mercedes-Benz in Japan
- ▶ Japan premier: The connected services demonstration vehicle to show how connectivity contributes to stress-free mobility
- ▶ Electric bikes: Bosch electric power assisted bicycle units will be released on Japanese market in 2018

Tokyo — Bosch, a leading global supplier of technology and services, will exhibit a range of products and technologies for realizing stress-free, accident-free and emissions-free mobility at the 45th Tokyo Motor Show.

At a press briefing held at the show, Dr. Rolf Bulander, a member of the Bosch Board of Management and Chairman of the Mobility Solutions business sector, stated "The Mobility Solutions business unit's global sales in 2016 were around 43.9 billion Euros, and year-on-year sales growth in 2017 is expected to be around 7%—three times the growth of the global automobile production. Strong sales growth in the domestic market is also expected in 2017 by offering matching products and technologies to the growing demand for automated, connected and electrified mobility in Japan." The forecast of this year's domestic sales growth will be even outpacing the automobile production.

## **Vision #1 Accident-free: Automated driving for safe, accident-free mobility**

### Bosch partners with INCREMENT P CORPORATION to develop high-resolution maps for automated driving

Bosch's objective in tackling automated driving is to reduce the number of traffic accidents. There are many steps that must be cleared before automated driving on city streets is achieved. High-resolution maps, which allow for constant awareness of a car's exact location, are one of those steps. Bosch is currently cooperating with TomTom in Europe and Baidu, AutoNavi and NavInfo in China to develop high-resolution maps for automated driving. These high-resolution maps are utilized by Bosch Road Signature, currently under development by Bosch. Bosch Road Signature uses data collected from on-board radar and cameras to integrate reliable positional information of the vehicle into high-resolution maps on a real-time basis, reliable enough to ascertain the car's position in a lane to within a few centimeters. In addition, Bosch has entered into an agreement with map provider INCREMENT P CORPORATION to begin working on development of high-precision maps in Japan as of October 2017.

### Bosch participates in automated driving field operation test "SIP-adus"

Bosch Corporation decided on the participation in dynamic map field tests as part of the 'Strategic Innovation Promotion Program-Automated Driving for Universal Services' (SIP-adus), an automated driving development project lead by the Japanese government. Bosch has been carrying out automated driving public road tests in Japan since 2015, and is working to develop automated driving systems suited to Japan's unique traffic conditions. By participating in the SIP-adus field tests, Bosch will contribute to realizing automated driving in Japan, while results from the field tests will also prove useful to Bosch's development of automated driving worldwide.

## **Vision #2 Stress-free: Connected services for stress-free mobility**

### Bosch supplies emergency call service eCall to Mercedes Benz in Japan

Connected mobility reduces mobility-related stress for people and contributes to better safety. Bosch global service provider eCall is a connected service for driver safety. eCall automatically transmits a call to the Bosch service center when an accident is detected, thus it enables a fast response to help save passengers' lives. Bosch established a service center in Japan and already started providing eCall service to Mercedes Benz in Japan from this past summer. In the future, Bosch is exploring expanding the feature to include concierge, roadside assistant and other services as new mobility solutions that enhance car users' safety and reduce their stress.

### OTA (Over-the-air) update demonstration vehicle premieres in Japan

The OTA (Over-the-air) update feature for wireless updating of on-board software and apps will make cars more convenient. Bosch will exhibit a demonstration vehicle, capable of a variety of connected services including the OTA update, for the first time in Japan at the Tokyo Motor Show. With OTA updates, drivers will be able to add functions to their vehicle after purchasing, ranging from major features such as lane-keeping systems to conveniences such as apps to search for parking spaces. Owners will be able to add and change on-board features from their own homes over the car's lifetime. As one of the world's few single source suppliers capable of providing OTA updates, Bosch plans to begin offering OTA solutions to Japanese automakers in 2019.

### **Vision #3 Emission-free: Solutions for environmentally-friendly mobility**

#### "Start-up" powertrain for eMobility, eAxle to be exhibited in Japan for the first time

The popularization of e-mobility, as one choice among environmentally-friendly vehicles, is increasing in pace. The eAxle developed by Bosch integrates motors, power electronics and transmissions in to a single unit, contributing to increased range, lower costs and reduced development time. Additionally, the eAxle is flexible and can be equipped in most vehicles, from small electric vehicles to hybrid SUVs. At the Tokyo Motor Show Bosch will exhibit total solutions for electric vehicles including the eAxle.

#### Bosch eBike systems as a new option for Japanese city cyclists

Bosch supplies systems for electric power assisted bicycles, combining drive, battery, display and charger, to a number of bicycle makers in Europe, Canada, America, Australia and New Zealand. The high-functionality of these systems have earned Bosch the support of many customers, who say they prefer electric power assisted bicycles equipped with Bosch systems. The functionality of bicycles equipped with Bosch systems has resulted in the creation of a new 'premium segment' category in the bicycle market. Bosch has currently grown into the global market leader in this segment. Electric power assisted bicycles equipped with Bosch units will also be released in Japan, beginning 2018. Four brands, Term, Corratec, Trek and Bianchi, are scheduled to release models equipped with Bosch's newest system, Active Line Plus. Dr. Fouad Bennini, Asia Pacific General Manager for Bosch eBike Systems, stated that "Models equipped with Bosch units provide the ideal choice for the Japanese customers looking for a bicycle that combines the comfort of electric power assistance with stylish cycling."

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*Bosch in Japan is currently represented in the country by Bosch Corporation, Bosch Rexroth Corporation, Bosch Packaging Technology K.K. and other affiliates. Bosch Corporation is responsible for the development, manufacturing, sales and services of automotive original equipment, automotive aftermarket products and power tools. Bosch Engineering K.K. provides engineering services, such as development and application for automotive systems. ETAS K.K. develops and provides engineering of development support tools of electrical control units. Bosch Rexroth Corporation develops and manufactures hydraulics, FA module components and other systems which contribute to industrial technologies. Bosch Packaging Technology K.K. provides processing, packaging and inspection technology. Bosch Security Systems Ltd. provides security and communication products and solutions to help secure the safety of lives, buildings and properties, and is also a supplier of professional sound systems. In 2016, Bosch Japan achieved sales to third party of some 267 billion yen and employed approximately 6,600 associates.*

Additional information is available online at

<http://www.bosch.co.jp> Bosch Japan Website (Japanese)

<https://twitter.com/BoschJapan> Bosch Japan Twitter (Japanese)

<https://www.facebook.com/bosch.co.jp> Bosch Japan facebook (Japanese and English)

<https://www.youtube.com/boschjp> Bosch Japan Youtube (Japanese)

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). The company generated sales of 73.1 billion euros in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 120 locations across the globe, Bosch employs some 59,000 associates in research and development.*

*The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.*

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