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Bosch to participate in Fukuoka City's telematics pilot project using aftermarket eCall device

Visualizing driving behavior data to help Fukuoka City to achieve road safety improvement targets

- ▶ Visualizing driving behavior data using Bosch's sensor technology and data analysis
- ▶ Potential for realizing a solution for contributing to road safety in Fukuoka City
- ▶ Connected service enables eCall (automatic emergency call) and reduced insurance premiums

Tokyo— Bosch, a leading global supplier of technology and services, is to participate in Fukuoka City's pilot project for trialing an IoT telecommunications network using a dongle that collects data related to driving behavior such as acceleration, deceleration, and steering.

Bosch has developed an aftermarket eCall device that plugs into the car's cigarette lighter, called the "Telematics eCall Plug" (Fig. 1, 2). By programming the device with an algorithm that calculates data detected by a triaxial acceleration sensor and other sensors, the device can detect driving behavior such as braking, acceleration, deceleration, and steering, as well as the impact of an accident. A dedicated smartphone app and dongle communicate so that the collected data can be transmitted to the service provider via the app. This enables the collection of information about driving behavior as well as provision of the eCall service, which automatically places a call to a service center when a collision accident occurs. Bosch's telematics eCall plug is also scheduled to be launched in the United States in the second half of 2018.

In the pilot project, around 100 volunteer drivers will act as monitors. With the dongles fitted in their vehicles, their driving behavior data will be collected for up to two months. Analyzing the data collected in the pilot project will enable their driving behavior to be visualized, and make it possible to realize services that can contribute to better road safety, such as creating a hazard map showing areas

where sudden braking occurs frequently. The data collected in the pilot project is to be submitted to Fukuoka City to help achieve the targets of Fukuoka City's 10th Fukuoka City Road Safety Plan. Bosch's partners in this pilot project are Japan Systems Co., Ltd. and SoftBank Corp. Bosch Corporation will provide the dongle and the solution for data analysis, while Japan Systems Co., Ltd. will be responsible for visualization of the collected data. SoftBank Corp. will examine development of services using the data based on the results of the pilot project.

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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.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPresse.