



Making cars an oasis of calm Bosch solicits drivers' opinions on automated driving

July 18, 2017

PI 9742 CC grt/BT

- ▶ Almost two-thirds of drivers would primarily use self-driving cars for long distances.
- ▶ Automated driving technology provides a greater incentive to buy a new car.
- ▶ Drivers would rather be more relaxed behind the wheel and spend their time talking to passengers.

Stuttgart, Germany – “Don’t tailgate.” “Don’t drive so fast.” Or: “You could have easily made that light.” Drivers often have to hear sentences like these from their passengers. But soon that could be a thing of the past. Automated driving turns drivers into passengers – and cars into drivers. In the future, cars will independently pilot themselves at the touch of a button whenever drivers want. In doing so, they will obey traffic laws and speed limits, which will make driving safer. Many respondents want a self-driving car to relieve them of their stressful driving duties. Drivers are particularly interested in handing control over to the car during parking or in traffic jams, according to a recent survey on behalf of Bosch in six countries (Brazil, China, Germany, France, Japan, and the U.S.). The majority of the drivers surveyed would use the time during which the car drives itself to look out the window, enjoy the scenery (63 percent), and talk to passengers (61 percent).

More comfort and less stress behind the wheel

In just a few years' time, self-driving cars will be a normal sight on roads. Respondents' main hope is that automated driving will mean more comfort and significantly less stress behind the wheel. The car of the future – which will completely relieve drivers of the need to steer, operate the gas pedal, and brake – is primarily seen as something useful for long distances (67 percent) and leisure travel (61 percent). The majority of those surveyed expect a significant increase in terms of convenience (68 percent) and safety (60 percent) in many everyday situations such as searching for parking in cities. The survey also

reveals an interesting ranking of the most desirable automated driving functions: parking was named particularly frequently (65 percent), as were the automated search for parking in downtown areas (60 percent) and stress-free navigation of traffic jams (59 percent).

Using the time as a passenger to relax

Relax, sit back, look out the window, and enjoy the scenery: this is how the majority of drivers picture the alternative to constant concentration behind the wheel. Of those surveyed, 63 percent said they would like to relax while their car is in self-driving mode. Having more time for conversations and for passengers thanks to automated driving was equally important to respondents. The options offered by automated driving make cars more attractive for many consumers. More than half of the participants (54 percent) in Bosch's user survey agreed with this statement. Especially for male respondents, new technologies are an important selling point, with 52 percent of the men surveyed saying that self-driving technology would increase their interest in buying a new vehicle. In principle, the younger the driver, the greater their interest in buying a car with automated driving functions.

Survey design and methodology

For the survey on automated driving, Bosch asked roughly 6,000 licensed drivers in six countries: Brazil, China, Germany, France, Japan, and the U.S. Per country, 1,000 people aged 16 and up took part in the survey. Participants were selected on the basis of criteria defined by Bosch and Lightspeed Research.

Press photo: #1147123, #1147124, #1147128

Contact person for press inquiries:

Jörn Ebberg,
phone: +49 711 811-26223

Mobility Solutions is the largest Bosch Group business sector. In 2016, its sales came to 43.9 billion euros, or 60 percent of total group sales. This makes the Bosch Group one of the leading automotive suppliers. The Mobility Solutions business sector combines the group's expertise in three mobility domains – automation, electrification, and connectivity – and offers its customers integrated mobility solutions. Its main areas of activity are injection technology and powertrain peripherals for internal-combustion engines, diverse solutions for powertrain electrification, vehicle safety systems, driver-assistance and automated functions, technology for user-friendly infotainment as well as vehicle-to-vehicle and vehicle-to-infrastructure communication, repair-shop concepts, and technology and services for the automotive aftermarket. Bosch is synonymous with important automotive innovations, such as electronic engine management, the ESP anti-skid system, and common-rail diesel technology.

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.

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