



Beyond the hood – redefining the role of a systems supplier

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 #boxberg15



BOSCH

The “auto” isn’t always “mobile”

Rethinking individual mobility to include bikes and trains



Strong growth continues

Key figures of the Mobility Solutions business sector

33.3 billion euros sales 2014

8.9% growth

205,000 associates 2014

39,500 of them **in R&D**¹

128 manufacturing sites

and **59 R&D locations** worldwide²



¹ as of Feb. 1, 2015, incl. Automotive Steering, ² > 50 associates

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“Fun for everyone” or “green world”

Two contrasting scenarios for the driving of the future



→ The globalization of driving enjoyment: the thrill of owning a car remains – worldwide

→ Ecological globalization: worldwide, more and more constraints are being imposed on individual mobility

Driving is still a thrilling experience

Three paths to the attractive and sustainable car of the future



costs hybrid electric motor
 roaming power electronics
 e-bike **electrified** range
 driving enjoyment charging infrastructure
 market ramp-up battery
 e-scooter smart charging plug-in

legislation assistance systems
 emergency braking assistant
automated auto pilot
 highway pilot sensors
 redundancy electric steering
 valet parking digital environment

augmented reality electronic horizon
 internet of things smartphone integration
connected
 vehicle to vehicle cloud
 vehicle to infrastructure
 services fleet management
 entertainment eCall



Bosch's next alternative powertrain

Making the electric car a success – just like the diesel



- Halving of battery costs by 2020
- Electrical powertrain in 15% of all new vehicles by 2025
- Already 30 orders, ten of them for plug-in hybrids
- Order for entry-level hybrid for the middle class
- **But for now, the combustion engine will remain the basis of efficient mobility**

Dynamic growth on the path to automated driving

New systems, greater unit sales in driver assistance



- Sales of assistance systems growing by one-third annually
- Doubling of sensor unit sales in 2014 and 2015
- Global market leader for radar sensors
- Many new assistance systems in 2015
- **2,000 engineers, highway pilot by 2020**

Connected driving is becoming a service business

Innovative solutions for the traffic of the future



- Finding a vacant parking space faster: MEMS sensors generate a real-time online parking map
- Getting around the modern way: use one ticket for trains and buses, car-sharing and bike-sharing
- **By the end of 2015, Bosch will have made 200,000 cars ready for new services**

From cars to smart homes

At Bosch, mobility solutions have grown in scope



**New services, new customers:
For Bosch, it's not just cars
that are familiar ground.
We also connect the navigation
system with the central heating.**



Bosch Mobility Solutions – moving toward the traffic of the future