Beyond the hood – redefining the role of a systems supplier

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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

128 manufacturing sites

and 59 R&D locations worldwide

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

- **Connected Internet of Things**
  - Vehicle to vehicle
  - Vehicle to infrastructure

- **Entertainment**
  - Electronic horizon
  - Smartphone integration

- **Hybrid**
  - Electrified
  - Power electronics
  - Charging infrastructure
  - Battery
  - Electric motor
  - Plug-in

- **Legislation and Assistance Systems**
  - Emergency braking assistant
  - Auto pilot
  - Redundancy
  - Highway pilot
  - Sensors
  - Electric steering
  - Digital environment

- **Market and Technology**
  - Market ramp-up
  - E-scooter
  - Smart charging
  - Power electronics

- **Costs and Enjoyment**
  - Cost
  - Roaming
  - e-bike
  - Driving enjoyment

- **Automated Assistance**
  - Valet parking
  - Emergency braking assistant
  - Redundancy
  - Auto pilot
  - Highway pilot
  - Electric steering

- **Services**
  - Fleet management
  - Entertainment
  - eCall

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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