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EICMA International Motorcycle Show 2016 **Bosch's two-wheeler business grows faster than the market**

November 8, 2016
PI 9453 BBM IEh/af

- ▶ Bosch aims for motorcycle technology sales of one billion euros by 2020
- ▶ Bosch delivers a safer and more connected future for two-wheelers
- ▶ Around 160 million motorized two-wheelers will be made worldwide by 2021

Milan, Italy – The Bosch Two-Wheeler and Powersports business unit, based in Yokohama, Japan, continues to gain momentum in the global motorcycle market. Since the business unit was founded in April 2015, Bosch motorcycle technology sales have risen more than 20 percent. In comparison, production volumes for motorized two-wheelers have grown by less than five percent over the same period. Demand for enhanced motorcycle safety and smart connectivity solutions is driving the business. “The future of the motorcycle is not only safer but also more connected,” says Dr. Dirk Hoheisel, member of the board of management of Robert Bosch GmbH. Around the world, the unit's 160 associates – three times more than a year ago – can draw on a worldwide network of thousands of engineers and on the manufacturing capacity of the Mobility Solutions business sector. This places them in a very favorable position to meet future challenges.

Most growth will take place in Asia

“In 2020, we want to achieve sales of one billion euros in motorcycle technology,” Hoheisel says. In the future, Bosch will generate more than half these sales in Asia. Studies indicate that by 2021, the annual global production of two-wheelers will reach around 160 million units, nearly 90 percent of which will be made in China, India, and Southeast Asia. This is roughly one-third more than today. Production volumes will predominantly comprise small motorbikes and scooters with up to 250 cc displacement – the most common form of transport across much of Asia. Bosch components cover the entire two-wheeler spectrum: from those in Asia's lower price segment to powerful machines with over 1,000 cc displacement, demand for which is strongest in Europe, Japan, and North America.

The portfolio includes safety systems, powertrain components for internal combustion engines and light electric vehicles, and interfaces for connecting motorcycles with smartphones, tablets, and connected services.

Desire for safety as a boost for business

As the market leader for motorcycle safety systems, Bosch offers a variety of solutions for one of the most pressing challenges of the global motorcycle market. In Thailand and Indonesia, for example, some 21,000 people die in motorcycle accidents each year. Studies by Bosch accident research indicate that, if every two-wheeler were equipped with ABS, roughly one in four of these accidents could be prevented. As the antilock braking system stops the wheels from locking up, riders remain in control of the motorcycle when braking. They can therefore react more quickly and without hesitation in hazardous situations. Worldwide, more and more countries are mandating motorcycle ABS. For example, throughout the EU, all newly registered motorized two-wheelers with more than 125 cc displacement must be fitted with an antilock braking system from 2017.

Since 1995, Bosch has manufactured more than two million motorcycle ABS units. In 2013, Bosch developed MSC motorcycle stability control, the world's first "all-in-one" safety system for two-wheelers. But it still sees room for further developments: with side view assist, Bosch has launched the world's first rider assistance system for two-wheelers. When changing lanes, the assistant uses ultrasonic sensors to check for danger in the areas on either side of the bike – areas that are hard for the rider to see.

Greater efficiency and a more enjoyable ride

With its integrated powertrain systems for light electric vehicles, Bosch is bringing resource-saving solutions to urban mobility. Two drive systems – one with an in-hub motor with a power range up to three kilowatts and one with a mid-drive motor for power ranges above four kilowatts – complement Bosch's product range of electric motors up to 20 kilowatts. Motor, control unit, battery, charger, display, and app are synchronized with each other to form flexible, versatile systems for light electric vehicles. Thanks to the rapid acceleration, long range, and outstanding safety of this scalable powertrain system for light electric vehicles, Bosch is creating the technical basis for a long-lasting, enjoyable ride.

Connected motorcycles are even safer

Along with safety and efficiency, the desire for connectivity is a key driver of Bosch's motorcycle business. The company has several motorcycle connectivity solutions in its portfolio. The ICC integrated connectivity cluster is a rider information system developed especially for motorcycles. It features variable display

sizes and resolutions and, thanks to the latest technology, is easy to read in all situations. Along with a Bluetooth interface, the ICC features the mySPIN smartphone integration system. Already available for cars, this technology has now been adapted for two-wheelers, and provides the perfect solution for sharing information such as traffic conditions or route preferences with other bikers. Bosch's CCU connectivity control unit directly connects motorcycles with the cloud or other vehicles. This makes it possible to offer functions such as eCall, the automatic emergency call service. If the motorcycle is involved in an accident, eCall automatically makes an emergency call, ensuring help arrives more quickly. The CCU can also help track down a stolen motorbike and provide riders with useful information on issues such as potential danger spots on the roads, or to warn other road users.

Press photos: #535654, #535655, #535657, #535658, #535659

Related link: www.bosch-mobility-solutions.com

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Mobility Solutions is the largest Bosch Group business sector. In 2015, its sales came to 41.7 billion euros, or 59 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 375,000 associates worldwide (as of December 31, 2015). The company generated sales of 70.6 billion euros in 2015. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. 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 some 150 countries. The basis for the company's future growth is its innovative strength. Bosch employs 55,800 associates in research and development at 118 locations across the globe. 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."

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EICMA International Motorcycle Show 2016 **More riding comfort and safety with Bosch's semi-active damping control unit**

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- ▶ Bosch is now further enhancing safety and comfort with semi-active damping control functions
- ▶ Bosch SDCU semi-active damping control unit to be launched in a powersports vehicle in 2017
- ▶ Optimized vehicle control enhances safety, comfort, and vehicle dynamics

Milan, Italy – Motorcycle ABS, MSC motorcycle stability control, and side view assist: for more than two decades, Bosch has been continuously improving two-wheeler and powersports safety systems. At this year's EICMA, the Milan Bicycle and Motorcycle Exhibition, Bosch will be presenting its new SDCU semi-active damping control unit, the core component of semi-active damping control systems for two-wheelers and powersports vehicles. At the push of a button, the control unit allows riders to choose and configure suspension settings to match their preferences. "The SDCU adjusts actuators in the dampers to reduce vibration and improve not only riding safety, but also riding comfort," says Geoff Liersch, head of the Bosch Two-Wheeler and Powersports business unit. The SDCU will be launched in a powersports vehicle in 2017.

Greater riding stability and comfort

The integration of the SDCU will further optimize the handling of two-wheelers and powersports vehicles and enhance other comfort and safety functions. Upper body control function, for instance, improves stability on uneven roads and thus makes for a more comfortable ride. Also on the subject of comfort and convenience, the ride-height controls on the handlebar or steering wheel allow the seat height of two-wheelers or powersports vehicles to be adjusted electronically.

Additional functions enabled by the SDCU further increase vehicle handling roll-over control, a specific function for four-wheeled powersports vehicles, uses sensors to measure suspension stroke and side slip. The SDCU adjusts the dampers in order to avoid flip-overs. Rear-wheel lift-off protection, a two-wheeler function, reduces lift-off of the rear wheel by adjusting the vehicle's dampers. In addition, vehicles featuring SDCU are equipped with multiple sensors that are used to detect road surface conditions, enabling the SDCU to increase stability, especially during off-road riding. Thanks to optimized sensor architecture, the SDCU provides a combination of comfort and safety that distinguishes the unit from other solutions in the market.

Press Photo: #535651

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EICMA International Motorcycle Show 2016 **Bosch's new motorcycle ABS 10 goes into production with Kawasaki and Suzuki**

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- ▶ New motorcycle ABS 10 is nearly 30 percent lighter and 45 percent smaller than the current ABS 9
- ▶ Cost-effective solution for small two-wheeler segments in emerging markets
- ▶ Motorcycle ABS is becoming standard in many countries

Milan, Italy – Following the introduction of the Bosch motorcycle ABS 10 at EICMA 2015, the Kawasaki Versys-X 300 ABS will be launched globally as the world's first production model to be fitted with this system. Furthermore, the 2018 model of the Suzuki GSX-S125 ABS will also feature the system. Although nearly 30 percent lighter and 45 percent smaller than the current ABS 9, ABS 10 still has all the high-level standard features and functions of its predecessor. This makes the system especially suitable for the small two-wheelers that are particularly popular in emerging markets.

Almost 90 percent of all two-wheelers are produced in Asia

By 2021, approximately 160 million two-wheelers will be produced annually, roughly one-third more than today. Nearly 90 percent of these will be built in China, India, and Southeast Asia. "Bosch has designed and launched motorcycle ABS 10 with the aim of bringing this key safety technology to all vehicle classes and markets," says Geoff Liersch, head of the Bosch Two-Wheeler and Powersports business unit.

Every year, 21,000 fatal bike accidents occur in Indonesia and Thailand. Studies by Bosch accident research indicate that, if every two-wheeler were equipped with ABS, approximately one in four of these accidents could be prevented. The antilock braking system gives riders more confidence, allowing them to react faster and brake harder. ABS prevents the wheels from locking up during emergency braking, so the bike remains stable, helping riders to stay upright.

Motorcycle ABS is becoming standard in many countries

Worldwide, an increasing number of countries are mandating motorcycle ABS. In the European Union, motorcycle ABS legislation has been enacted, and will be applied from the beginning of 2017 to all newly registered vehicles with an engine displacement over 125 cc. Similar legislation will also apply in Japan and India from 2018, and in Taiwan from 2019. Brazil plans to mandate ABS for all existing vehicle types with an engine displacement over 300 cc, with legislation being enacted between 2016 and 2019. Motorcycle ABS is also on the political agenda in the United States, Australia, and Ecuador.

Technological innovations beyond ABS

Since 1995, Bosch has manufactured more than two million motorcycle ABS units. In 2013, Bosch developed motorcycle stability control (MSC), the world's first "all-in-one" safety system for two-wheelers. By monitoring two-wheeler-specific parameters such as lean angle, the system can instantaneously adjust its electronic braking and acceleration interventions to suit the riding status. This prevents the bike from lowsiding or righting itself when braking through a corner. But the development of two-wheeler safety systems doesn't stop there. In the shape of the SVA side view assist, Bosch has launched the world's first advanced rider assistance system for two-wheelers. Using ultrasonic sensors, side view assist detects blind spots and helps riders avoid collisions when changing lanes.

Press photos: #535582, #535583, #535585, #535587

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EICMA International Motorcycle Show 2016 Smartphone integration: Bosch connects motorcycles

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- ▶ Bosch system enables convenient use of apps on motorcycles and other two-wheelers
- ▶ First solution presented in a BMW motorcycle TFT instrument cluster
- ▶ mySPIN's modular approach allows adaptation to each OEM's specifications
Extensive range of options for vehicle manufacturers
- ▶ REVER and Genius Maps: app partners for mySPIN for two-wheelers

Milan, Italy – At EICMA, the Milan Bicycle and Motorcycle Exhibition, Bosch will be unveiling its mySPIN smartphone integration system for two-wheelers. Since both BMW and Bosch will be focusing on two-wheeler connectivity during this event, Bosch will be showcasing its smartphone integration solution in a BMW motorcycle TFT instrument cluster. “mySPIN for two-wheelers enables riders to bring their smartphone content to the motorcycle. It also provides all vehicle manufacturers with an open platform featuring an extensive range of options,” says Geoff Liersch, head of the Bosch Two-Wheeler and Powersports business unit.

Chock-full of features and open to new developments

Already available for cars since 2014, mySPIN has now been adapted for two-wheelers, providing the perfect solution for sharing information such as traffic conditions or route preferences with other bikers. In the system development stage, Bosch paid special attention to road safety and the avoidance of rider distraction. mySPIN pares down phone apps to show only the most essential information on the motorcycle's display. Once a smartphone has been connected to the motorcycle, the bike's display and handlebar control devices can be used to access data on the phone, including contacts, calendars, and favorite apps. Thanks to direct access to the contacts stored on the phone, inter-app communication facilitates tasks such as entering navigation destinations. As a

cross-platform solution, mySPIN is fully compatible with both Android and iOS smartphones.

mySPIN's modular approach allows it to be adapted to any OEM's specifications. The motorcycle manufacturer can specify which apps can be utilized on the motorcycle by adding them to a white list, which can be updated and expanded as and when required. With mySPIN for two-wheelers, the manufacturer decides on the type and number of apps it wants to make available on the motorcycles in its range, and can expand the system's features at any time by adding new apps. Using the app analytics function, manufacturers can also identify the apps that are used more frequently, and in this way optimize their customer offering.

mySPIN is connected both to the bike's CAN bus and to the cloud, thereby supporting a range of functions. For instance, if the fuel level in the tank is getting low, riders can be informed in advance of upcoming fuel stations. Also, mySPIN can be used to establish a direct channel of communication between riders and manufacturers in order to expand certain customer services such as special offers from dealerships.

Bosch announces collaboration with two app partners

Bosch has also announced it will be collaborating with two app partners: REVER and Genius Maps. REVER provides an extensive portfolio of tailored functions for motorcyclists, including tracking, self-service analytics, and connected motorcycle communities, while Genius Maps provides motorbike-optimized navigation, including instant calculation, offline route planning, and in-app texting.

In its efforts to refine mySPIN, Bosch has set up the email contact developer.myspin@bosch.com for use by developers, enthusiasts, and anyone else wants to share new ideas for apps for motorcycles, bicycles, or other applications in the powersports segment. The range of apps available with mySPIN is being constantly expanded locally, regionally, and globally.

Press photos: #535591, #535593, #535594

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Winner of the Automechanika Innovation Award **M Li-ion: New powerful Bosch two-wheeler battery with lithium-ion technology**

September, 2016

PI 9350 AA Dr

- ▶ New powerful lithium-ion two-wheeler battery for increased dynamics, fun to drive and safety
- ▶ Also suitable for extreme conditions in sports or racing motorcycles
- ▶ Bosch Esitronic Bike workshop software specifically for two-wheeler workshops

Frankfurt/Karlsruhe – The Bosch lithium-ion-two-wheeler battery M Li-ion won the Innovation Award of Automechanika 2016 in the category parts and components. With this award, innovative and aspirational products will be rewarded.

Thanks to its innovative lithium-ion technology, the new M Li-ion battery features a significantly higher deep-cycle resistance than conventional lead-acid batteries. And it weighs about a third less, too. As two-wheeler batteries are usually installed at a pretty high location, the low weight of the M Li-ion battery has a positive influence on the bikes' center of gravity as well. A battery management system, the so-called balancers, ensure a balanced charging and discharging of all battery cells. The low self-discharge rate of the M Li-ion battery is yet another one of its advantages. It holds its charge up to four times longer than comparable lead-acid batteries and thus survives the winter break unharmed. Thanks to its high performance and its quick and reliable starting behavior, the M Li-ion battery is particularly suitable for two-wheelers with high energy demands such as motorcycles equipped with ABS and MSC (Motorcycle Stability Control) or electronic gasoline injection systems. By means of the new M Li-ion motorcycle battery, workshops and retailers can offer their customers a powerful two-wheeler battery for increased dynamics and more fun to drive.

Lithium-ion technology: powerful and flexible

The Bosch M Li-ion battery is available for all common motorized two-wheelers, quads and jetboats on the market. As the new battery does not contain any acid, it can be installed in any position and used even for the extreme conditions acting in sports and racing motorcycles, on long journeys or in demanding terrain. Bosch will continue to broaden its range of starter batteries for passenger cars using the lithium-ion technology as a basis. This makes Bosch a pioneer on the battery market as well. By now, Bosch is already the worldwide leading supplier of motorcycle safety technology.

Broad Bosch range specifically for two-wheelers

Besides OE parts, Bosch also supplies a wide range of parts and products specifically for two-wheeler workshops and motorcycle riders. The high-quality spare parts, the state-of-the-art workshop equipment for diagnoses, service and repair as well as the specific trainings are perfectly aligned with to the specific requirements of two-wheelers. In addition, Bosch developed Esitronic Bike specifically for two-wheeler workshops and based on the proven Esitronic 2.0 workshop software package. This software covers all common European and Asian motorcycle brands and works on Bosch KTS-line diagnostic testers. Several vehicle manufacturers rely on Bosch with regard to the original equipment of their new models – and so do workshops and riders of two-wheelers if they need any spare parts.

Press photo: #452297, #452298

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The Automotive Aftermarket division (AA) provides the aftermarket and repair shops worldwide with a complete range of diagnostic and repair shop equipment and a wide range of spare parts – from new and exchange parts to repair solutions – for passenger cars and commercial vehicles. Its product portfolio includes products made as Bosch original equipment, as well as aftermarket products and services developed and manufactured in-house. More than 18,000 associates in 150 countries, as well as a global logistics network, ensure that some 650,000 different spare parts reach customers quickly and on time. In its “Automotive Service Solutions” operations, AA supplies testing and repair-shop technology, diagnostic software, service training, and information services. In addition, the division is responsible for the “Bosch Service” repair-shop franchise, one of the world’s largest independent chains of repair-shops, with some 17,000 workshops. In addition, AA is responsible for more than 1,000 “AutoCrew” partners.

Additional information can be accessed at www.bosch-automotive.com.

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