

## **Major Bosch survey: one in three motorcyclists uses their smartphone during their journey** INTERMOT 2018

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- ▶ Nearly 90 percent of motorcyclists in Germany use a smartphone for route planning or during stops.
- ▶ More safety, less distraction: with mySPIN, Bosch is integrating the smartphone into two-wheelers.
- ▶ More information on the survey can be found [here](#)

Connected motorcycles? Using a smartphone on a two-wheeler while on the road? Among dyed-in-the-wool riders, digitalization of the motorcycle tends to meet with hostility rather than enthusiasm – or so goes the conventional wisdom. As it turns out, a survey conducted by Bosch and Innofact AG now indicates that nearly 90 percent of the motorcyclists polled in Germany use a smartphone at some point during their journey – for example, to plan their route or during stops. One-third (34 percent) of respondents actually reach for their smartphones during the journey – behavior that is extremely dangerous.

The survey indicates that motorcyclists want to use their smartphones while riding, but as far as Bosch is concerned, this needs to be done safely – both for the riders themselves and for other road users. That is why the company developed the mySPIN smartphone integration tool. Its objective is to keep riders from being distracted. “Making the roads safer without decreasing biking enjoyment or changing the nature of riding a motorcycle – that is what we want to achieve,” says Geoff Liersch, head of the Two-Wheeler & Powersports unit at Bosch.

### **More safety, less distraction**

With the mySPIN smartphone integration tool, riders can view their smartphone screens on the motorcycle display. mySPIN trims down smartphone apps so that the display shows only the most important information. Once the phone is connected to the two-wheeler, the rider can use buttons and control knobs on the

handlebars to access data on the phone display, such as contacts, calendars, or even favorite apps. Inter-app communication makes it easier, for instance, to enter route destinations thanks to direct access to the contacts stored on the phone. The system is linked with the motorcycle's CAN bus and the cloud. So if the motorcycle's tank is running low, for example, the biker can be informed in advance about gas stations in the vicinity. Bosch collaborates with several app partners on mySPIN, including Calimoto, Sygic and Mireo.

### **Survey design:**

For this major study conducted on behalf of Bosch, Innofact AG polled 1,062 people throughout Germany between the ages of 16 and 69. All respondents ride motorcycles or scooters. The interviews were conducted in June 2017.

### **BOSCH AT INTERMOT 2018 (hall 6, booths A40, B47)**

Bosch aims to use connectivity to make the motorcycle safer and more convenient. Besides smartphone integration via mySPIN, the company will present other connectivity solutions at INTERMOT 2018 in Cologne (hall 6, booths A40, B47).

### **PRESENTATIONS BY BOSCH EXPERTS:**

- **Tuesday, October 2, 11:30 a.m.:** Connected motorcycles – better accident prevention (Christian Cosyns, Robert Bosch GmbH)
- **Tuesday, October 2, 1:30 p.m.:** More fun with apps (Julia Hoffmann, Bosch SoftTec)
- **Tuesday, October 2, 2:30 p.m.:** eCall – a digital shield (Christian Cosyns, Robert Bosch GmbH, and Christoph Lebelt, digades GmbH)

Visitors to INTERMOT can head to one of the central action areas to learn more about new technologies and digital applications and try them out. Market-ready and visionary ideas alike show what is already possible today and where the motorcycle ride is headed. INTERMOT's Connected Motorcycle World sits right at the heart of the action in hall 6 and is divided into five clusters:

- Vehicle-to-Vehicle Connectivity
- Connected Horizon and Head-up Display – gathering and forwarding driving data for increased safety
- Group Riding Communication
- App and Smartphone Integration
- eCall – automatic emergency-call systems

- INTERMOT will be presenting the latest solutions and innovations together with the following companies: Bosch, Cardo Systems, digades, Sena, and the Connected Motorcycle Consortium (CMC), whose founding members are BMW Motorrad, Honda, and Yamaha, as well as with other CMC members Ducati, Kawasaki, KTM, and Suzuki.

In addition to the clusters and presentations by the participating companies, motorcycle fans can also attend expert talks and panels at the Connected Motorcycle World stage to learn more about the digital present and future for motorcycles and scooters.

**Press photos:** #535593, #693770, #1267847, #1468393

**Contact person for press inquiries:**

Inga Ehret

Phone: +49 711 811-16476

Twitter: @BoschPresse

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