

[01] Bosch Mobility Solutions successfully holds its own in China in 2018

[02] Bosch Mobility Solutions in China's automotive market

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Bosch Mobility Solutions successfully holds its own in China in 2018

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Outlook remains positive in medium to long term

- ▶ Bosch board of management member Hartung: "Our Mobility Solutions business sector performed well in a difficult environment in 2018."
- ▶ Sales at Bosch Mobility Solutions up 1 percent year on year in China in 2018.
- ▶ Rolling chassis development alliance with Benteler launched.
- ▶ Bosch's sales in the NEV segment doubled between 2017 and 2018.
- ▶ Driver assistance sales up 30 percent in China in 2018.

Stuttgart, Germany/Shanghai, China – With more than 70 manufacturers, over one-fourth of all newly registered cars worldwide, and hundreds of millions of potential customers, China is at the heart of the global automobile industry. Despite taking time out at the moment, China remains the world's largest automotive market ahead of Europe and the U.S., thanks to sales of 23.7 million cars. Last year, Bosch once again held its own in China. "Our Mobility Solutions business sector performed well in a difficult environment in 2018," Dr. Stefan Hartung, a member of the Bosch board of management and chairman of the Mobility Solutions business sector, said at Auto Shanghai 2019. In 2018, Bosch's OEM sector increased its sales in China by 1 percent to 10.5 billion euros¹, accounting for roughly 22 percent of Mobility Solutions' global sales. Among other factors, Bosch benefited from strong demand for electromobility and driver assistance solutions, as well as from brisk business in commercial-vehicle technology on the back of a 3 percent rise in sales to 4.4 million vehicles in 2018.

China continues to offer tremendous potential for Bosch Mobility Solutions

However, Bosch does not expect 2019 to be an easy year for the Chinese automotive market. "In the Chinese market, the brakes will stay on this year," Hartung said, while rejecting any calls for pessimism. With the number of vehicles per 1,000 people in China currently at around 170 vehicles, for example,

there is still potential for vehicle unit sales to grow. In Germany, that figure stands at approximately 690 vehicles per 1,000 inhabitants. “The Chinese market is far from saturated. The potential for Bosch remains tremendous in the medium to long term,” Hartung added. Bosch offers a broad portfolio in China, maintaining 23 manufacturing sites and employing some 34,500 associates. In addition, 5,600 researchers and engineers are working on new mobility solutions. China’s future plans for the domestic automotive market are highly promising, as is the growing new energy vehicle (NEV) segment.

Electrification, connectivity, and automation are the future

The segment of vehicles featuring battery, fuel cell, and plug-in hybrid powertrains grew by more than 50 percent in 2018, corresponding to 1.26 million NEVs sold. In the past, China has provided generous subsidies for alternative powertrains. Even though the government has since cut back its funding and plans to completely phase out its subsidies in the long term, the future in China belongs to NEVs. Bosch is approaching future powertrain technology with an open mind. The supplier of technology and services will continue to improve the internal-combustion engine and is the leader in the market for electromobility in China. Bosch’s sales in the NEV segment doubled between 2017 and 2018, and the foundation for further growth has already been laid. Bosch is slated to begin production of the [e-axle](#) in Taicang this year. The e-axle combines power electronics, engine, and transmission in one compact housing. In addition, production of the [48-volt battery](#) began in Wuxi last year.

Rolling chassis development alliance with Benteler launched

Around the world, electromobility is attracting new players to the automotive market – and China is no exception. At Bosch, a separate unit has been working since the start of the year to serve these new customers, all of whom have one thing in common: an increased demand for system solutions rather than individual components. For Bosch, doing business with these players offers the potential for sales worth billions of euros. To help it keep up with future trends in electromobility, Bosch has entered into a development alliance with the chassis and automotive technology expert Benteler. The development alliance focuses on the rolling chassis, a driveable modular platform that can be used flexibly as a basis for car bodies. The aim of the development alliance is to better understand the demands that a concept of this nature places on Bosch’s products and systems for powertrains, braking, and steering, while also promoting the targeted advancement of such products and improving the way they work together. Along with enhancing Bosch’s systems integration expertise, the development alliance is also designed to help the company perform a precise analysis of the market for rolling chassis. Benteler will be presenting a prototype of a rolling chassis at its booth at Auto Shanghai.

Bosch Mobility Solutions employs some 34,500 associates in China

New mobility solutions are also in high demand in China. At Auto Shanghai, Bosch will be showcasing the [IoT Shuttle](#), an important pillar in tomorrow's urban mobility. Bosch provides components and systems for automating, electrifying, personalizing, and connecting the shuttles. Connected vehicles are expected to account for more than 50 percent of market share in China by 2020. Bosch is supporting its customers by providing connectivity solutions, as well as smart services such as [software updates over the air](#) and predictive diagnostics. By 2030, 10 percent of all cars on China's streets are also expected to be fully automated. In 2018, Bosch and Daimler showed the world how driverless driving can work in cooperation with intelligent, connected infrastructure at a parking garage by demonstrating [automated valet parking](#) in Beijing. Driver assistance systems are the backbone of automated driving, and Bosch is a technology and business leader in this field. Bosch's driver assistance business grew by some 30 percent in China in 2018 and is projected to continue growing in 2019. This year, Bosch will provide partially automated driving solutions for 40 models built by Chinese manufacturers. For these reasons and many others, Bosch believes that China will remain at the heart of the automotive industry.

Press photos: #1151289, #1728556, #1156595

Related link: [Ni hao, NIO: Cruising through Shanghai in an e-SUV](#)

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¹ Sales for 2017 do not include the Starter Motors and Generators unit.

Mobility Solutions is the largest Bosch Group business sector. According to preliminary figures, it generated sales of 47 billion euros in 2018, and thus contributed 60 percent of total sales from operations. This makes the Bosch Group one of the leading automotive suppliers. The Mobility Solutions business sector pursues a vision of mobility that is accident-free, emissions-free, and stress-free, and combines the group's expertise in the domains of automation, electrification, and connectivity. For its customers, the outcome is integrated mobility solutions. The business sector's 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 410,000 associates worldwide (as of December 31, 2018). According to preliminary figures, the company generated sales from operations of 77.9 billion euros in 2018. 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 subsidiary and regional companies in 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 125 locations across the globe, Bosch employs some 69,500 associates in research and development.

To learn more, please visit www.bosch.com, iot.bosch.com, www.bosch-press.com, twitter.com/BoschPresse.



Bosch Mobility Solutions in China's automotive market

Strong growth for two decades now

April 8, 2019

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- Bosch's Mobility Solutions business sector performed well in a difficult market environment in China in 2018. Sales rose to 10.5 billion euros, accounting for a 1 percent increase year on year¹ and roughly 22 percent of Bosch Mobility Solutions' global sales. As a result, China is the most important foreign market for Bosch's Mobility Solutions business sector.
- Bosch maintains 38 manufacturing sites in China, with 23 plants making products for Mobility Solutions. The business sector's largest manufacturing site is in Suzhou, where 9,800 associates produce ABS and ESP systems, as well as display instruments, to name just a few examples.
- Of the 27 Bosch research centers in China, 18 are working on new mobility solutions.
- In China, Bosch employs some 60,000 associates in total – its largest workforce outside Germany. Roughly 34,500 associates work for Bosch Mobility Solutions in China, or 15 percent of all the business sector's associates. In addition, more than 5,600 researchers and engineers in China are working on new mobility solutions.
- In late March 2019, Bosch opened a new plant for the iBooster electromechanical brake booster in Nanjing. The company invested 100 million euros in the plant, which measures some 20,000 square meters.
- Mass production of the 48-volt battery began in Wuxi in 2018. Production of the e-axle is slated to start in Taicang this year.
- Bosch continues to expect good opportunities and tremendous potential for its Mobility Solutions business sector in China in the medium to long term. The Chinese automotive market is far from being saturated, with roughly 170 vehicles for every 1,000 inhabitants. In Germany, that figure stands at approximately 690 vehicles per 1,000 inhabitants.
- Bosch is celebrating its 110th anniversary in China in 2019. Twenty-five years ago, Bosch also founded its first joint ventures with Chinese partners, making it a manufacturing company in China.

Facts about the automotive market in China

- Since 2009, the Chinese vehicle market has been the largest in the world – well ahead of Europe and the U.S.
- In 2018, 23.7 million cars were sold in China, along with 4.4 million light and heavy commercial vehicles (source: CAAM).
- In 2018, 1.26 million new energy vehicles (NEVs) – battery-powered electric vehicles, plug-in hybrids, and fuel-cell cars – were sold in China, representing an increase of more than 50 percent year on year and 5.3 percent of the overall market (source: CAAM).
- Of the 20 largest brands in China, domestic manufacturers accounted for 39 percent of all cars sold in 2018. European manufacturers accounted for 31 percent, with 14 percent going to Japanese brands, 11 percent to U.S. brands, and 5 percent to Korean makers.
- At 477,000 units, the best-selling car in China in 2018 was the family van Wuling Hongguang made by SGMW – a joint venture between SAIC Motor, General Motors, and Liuzhou Wuling Motors.
- Most people in China spend between 50,000 and 150,000 Chinese yuan (6,500 to 20,000 euros) on a new car. In Germany, car buyers invest an average of over 30,000 euros in a new vehicle.
- At roughly 50 percent of the total market, SUVs and vans were the most popular vehicle segment in China in 2018, followed in second place by mid-sized vehicles, which accounted for a share of approximately 29 percent (source: CAAM).

Quotes by Bosch management board member Dr. Stefan Hartung:

“Today, China is the center of the global automotive industry. The Chinese automotive market is evolving into a lead market for modern mobility in which Bosch plans to play an important role.”

“The brakes will stay on in the Chinese automotive market this year. After two decades of constant growth, the market is taking time out in 2019. Still, the potential and the opportunities for Bosch in China remain tremendous in the medium to long term.”

“The future of mobility needs inventors, not slowpokes. China is producing more and more inventors, and Bosch is in high demand as a strong partner.”

“China’s automakers have gone from baby steps to seven-league strides in a remarkably short time. Soon they will no longer be mere onlookers in the global market.”

“Bosch is at home in Germany. It also has deep roots in China – having been there for 110 years.”

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