

Bosch Tech Compass: 70 percent see AI as the most influential technology

December 30, 2025

PI 12037 RB mje/af

- ▶ Majority want to be able to press “pause” on technological development.
- ▶ Respondents say AI is the technology with both the greatest positive and the greatest negative impact.
- ▶ Readiness for the AI age is lowest in Germany at 40 percent.
- ▶ Stefan Hartung: “In Germany, we need to increase society’s acceptance of innovations.”
- ▶ Tanja Rueckert: “We are seeing a rapidly growing number of innovative AI solutions worldwide.”

Stuttgart, Germany – The world is ready for the age of artificial intelligence (AI). This is the broad consensus among the more than 11,000 people surveyed worldwide for this year’s Bosch Tech Compass. Never before have respondents seen AI in such a positive light as in this year’s survey: a majority believe that AI will be the most influential technology in the coming years and, out of all technologies, will have the greatest positive impact on society. More than half of all respondents worldwide feel ready for the changes brought about by AI. Yet there are also signs of a certain amount of “progress fatigue”: 57 percent want a pause button and would like to slow down technological development until we can better understand its effects.

Germans have the highest expectations of AI

In Germany, the expectations associated with AI are particularly high: 77 percent consider AI to be the most influential technology of the next ten years. However, as in previous years, skepticism about technological progress is also relatively high among respondents in Germany. Just 59 percent believe that technology will make the world a better place; only France is more skeptical (53 percent). Meanwhile, 71 percent of respondents worldwide are technology optimists. In Germany, only 40 percent currently feel prepared for the AI age – the lowest figure of all countries and at the same level as last year.

Where does this technology skepticism in Germany come from? Two further results could provide an answer: only 30 percent of respondents there say that the education system encouraged them to develop innovative thinking, and only 23 percent think that the country's regulation successfully promotes innovation – putting Germany at the bottom of the rankings in both respects.

“The results of the Bosch Tech Compass indicate that we in Germany need to increase our society's acceptance of innovations,” says Stefan Hartung, chairman of the board of management of Robert Bosch GmbH. “However, to get innovations from the research lab onto the road, the innovation policy framework must also be right. This includes measures such as tax relief for investments in innovative technologies, more agility, and less bureaucracy. Overall, I would like us as a society to have more courage to take risks. And if something doesn't work, we shouldn't see it as a failure, but as part of the learning process.”

Tanja Rueckert, member of the board of management and CDO of Robert Bosch GmbH, says: “We're seeing a rapidly growing number of innovative AI solutions worldwide that we couldn't have imagined even just a few years ago. It's therefore not surprising that the number of people around the world who see AI as the most influential technology of our future has skyrocketed from 41 percent to 70 percent in just three years.”

A full 59 percent would encourage their child to launch a startup

A positive attitude toward innovation and risk is also a cultural issue: 59 percent of respondents worldwide would encourage their child to skip university and found a startup if they had a groundbreaking idea, but just 52 percent of German respondents share this courage to take risks. However, it's only through this courage that the solutions of tomorrow are created. When people were asked about the areas that technological innovation should focus on, the top responses worldwide were climate change (37 percent), access to healthcare (31 percent), and cybersecurity (28 percent).

AI has the greatest positive and greatest negative impact

Not only will AI be the most influential technology of the next ten years, but it will also have the greatest positive impact on society – so say 43 percent of the survey respondents worldwide. Biotechnology and climate engineering follow at a clear distance behind, with 36 percent and 32 percent respectively believing they will have a particularly positive impact.

Respondents also see a downside, however: 34 percent rank AI above all other technologies when it comes to negative effects on society. Humanoid robots and self-driving vehicles come next.

“For us at Bosch, this is a clear mission: innovation must go hand in hand with responsibility. That’s why it’s especially important that we introduce rules for trustworthy AI worldwide. At the same time, efforts should be made to avoid stifling the development and use of AI through overregulation,” Rueckert says.

About the study:

For the [Bosch Tech Compass](#), the Gesellschaft für Innovative Marktforschung mbH (GIM) surveyed more than 11,000 people over the age of 18 in seven countries in fall 2025. In Germany, France, and the United Kingdom, 1,000 people per country took part; in Brazil, China, India, and the United States, it was 2,000 people each. Bosch was not named as a client at any point during the survey.

Press photographs and infocharts are available on the Bosch Media Service at www.bosch-press.com.

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Bosch at CES 2026:

PRESS CONFERENCE: Monday, Jan. 5, from 9:00 to 9:45 a.m. PST (from 18:00 to 18:45 p.m. CET) with Dr. Tanja Rückert, member of the board of management of Robert Bosch GmbH, and Paul Thomas, president of Bosch in North America, in Ballroom Banyan ABCD, Mandalay Bay Hotel, Las Vegas, **South Convention Center, Level 3**, as well as **livestreamed** on the [Bosch Media Service](#).

BOOTH: Jan. 6 – 9, in the Central Hall, booth #16203.

PANELS WITH BOSCH EXPERTS:

- **Jan. 6**

Personalized by Software & AI: Reimagining the In-Vehicle Experience

11:20 a.m. PST, West Hall Mobility Stage, session with Christopher Prediger, vice president, Compute Performance, Cross-Domain Computing Solutions, Bosch.

Advancing Human Security and Smart Mobility in Connected Communities

4 p.m. PST, Las Vegas Convention Center North / N261, session with Oliver Steinbis, managing director at Bosch Secure Authentication GmbH.

- **Jan. 7**

Personalized Performance: Software-Defined Power, Steering and Braking

9:40 a.m. PST, West Hall Mobility Stage, session with Philipp Ibele, executive vice president, engineering and board member, Electrified Motion, Bosch, and Rich Nesbitt, vice president for product management, Vehicle Motion, Bosch.

The Latest in Smart Devices and Smart Home Integration

11 a.m. PST, Las Vegas Convention Center West / N218, session with Darcy Clarkson, CEO BSH in North America.

From Data to Experience: AI at the Core of Next Gen Mobility

4:30 p.m. PST, AI Foundry Stage at Fontainebleau Las Vegas, session with Mariela Minutolo, executive vice president, sales & marketing, and board member, ETAS, and Christian Koepp, senior vice president, Compute Performance, Cross-Domain Computing Solutions, Bosch.

- **Jan. 8**

- From Hands Off to Eyes Off: The Race to Level 4 Automation**

- 9 a.m. PST, Las Vegas Convention Center West / W219, session with Fedra Ribeiro, executive vice president, sales, and board member, Cross-Domain Computing Solutions, Bosch.

- Collaborating for Software-Driven Mobility**

- Jan. 8, 9:40 a.m. PST, West Hall Mobility Stage, session with Eric Cesa, vice president, ETAS Americas.

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The Bosch Group is a leading global supplier of technology and services. It employs roughly 418,000 associates worldwide (as of December 31, 2024). The company generated sales of 90.3 billion euros in 2024. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 490 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch's innovative strength is key to the company's further development. At 136 locations across the globe, Bosch employs some 87,000 associates in research and development.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a limited liability company with a charitable purpose. The remaining shares are held by Robert Bosch GmbH and by a company owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG. It is entrusted with the task of safeguarding the company's long-term existence and in particular its financial independence – in line with the mission handed down in the will of the company's founder, Robert Bosch.

Additional information is available online at www.bosch.com, www.bosch-press.com.