



Salut Paris! Bosch's e-scooter sharing service COUP launches in France

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- ▶ Bosch's shared mobility platform COUP launches in Paris
- ▶ 600 rentable e-scooters will be available in France's capital starting summer 2017
- ▶ Bosch board of management member Dr. Markus Heyn: "Paris is the perfect place for us to expand the Coup service."

Salut Paris! Greater freedom and riding enjoyment instead of traffic jam: the e-scooter sharing service known as COUP is set to roll out another option for urban transport in the French metropolis starting summer 2017. Instead of squeezing into the overcrowded Metro, searching for a parking spot for hours, or getting stuck in a congestion nightmare around the Arc de Triomphe, Parisians will be able to make their way quickly and flexibly through the city's hectic traffic. Starting this summer, 600 rentable scooters from Coup will hit the streets of the city on the Seine. Reserve, book, and ride off: for Paris, the electric speedsters are an easy-to-use alternative to public transportation, your own car, or a taxi.

The expansion to France marks another step for Bosch in its efforts to establish itself as a provider of connected mobility solutions. The e-scooter sharing provider Coup, which is a wholly owned subsidiary of Robert Bosch GmbH, launched a new business field in the Mobility Services operating unit in the past year in Berlin. The opportunity to experience the city with greater flexibility and less fuss on two wheels has proved popular. "Coup's launch has surpassed expectations. The success has given us the confidence to expand the sharing service to another European city," said Dr. Markus Heyn, a member of the board of management of Robert Bosch GmbH.

Greater mobility and freedom in urban traffic

Paris is one of the most densely populated cities in the world. For years, the city has had to contend with high levels of particulate pollution, a lack of parking spots, and traffic jams. Scooters are increasingly becoming established as a

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practical means of transportation. Through electric vehicles available on demand as part of a sharing model, Coup aims to further reduce urban traffic and make it far more eco-friendly. "Paris is the perfect place for us to expand the Coup service. By taking this step, we aim to be a pioneer of efficient urban mobility," Heyn said. Young people in particular want to hit the city streets without any stress, but they do not necessarily want to own a vehicle. "Urban mobility is going to change radically over the next few years. Bosch wants to help shape this transformation with mobility and service solutions – and understand users' requirements with regard to these services," Heyn said.

On the road – efficiently

Anyone who is of legal age and has a Class B driver's license or an international driver's license can use the service. Through the service's app, users can locate, reserve, and book the closest e-scooter without any hassle – and then simply set off. No key is necessary. A helmet and two replaceable batteries are located under the seat. Coup takes care of charging the batteries, which means customers do not have to worry about a thing. The scooters are powered by green electricity and can travel at speeds of up to 45 kph. Users can park the scooters in specially designated zones within Coup's business territory. Just as in Berlin, the pricing model in Paris is straightforward and easy for users to calculate: users are charged in 30-minute increments.

Connected services are part of the corporate strategy in the Mobility Solutions business sector – and are becoming an integral element of Bosch's business. For example, Bosch is already developing solutions for a connected parking lot management system, for a cloud-based fleet management system, as well as for an app-based mobility assistant targeting the multimodal use of various means of transportation. The Coup sharing service represents another building block in the Mobility Solutions business sector.

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Mobility Solutions ist der größte Unternehmensbereich der Bosch-Gruppe. Er trug 2016 mit 43,9 Milliarden Euro 60 Prozent zum Umsatz bei. Damit ist das Technologieunternehmen einer der führenden Zulieferer der Automobilindustrie. Der Bereich Mobility Solutions bündelt seine Kompetenzen in den drei Domänen der Mobilität – Automatisierung, Elektrifizierung und Vernetzung – und bietet seinen Kunden ganzheitliche Mobilitätslösungen. Die wesentlichen Geschäftsfelder sind: Einspritztechnik und Nebenaggregate für Verbrennungsmotoren sowie vielfältige Lösungen zur Elektrifizierung des Antriebs, Fahrzeug-Sicherheitssysteme, Assistenz- und Automatisierungsfunktionen, Technik für bedienerfreundliches Infotainment und fahrzeugübergreifende Kommunikation, Werkstatt-konzepte sowie Technik und Service für den Kraftfahrzeughandel. Wichtige Innovationen im Automobil wie das elektronische Motormanagement, der Schleuderschutz ESP oder die Common-Rail-Dieselseltechnik kommen von Bosch.

Die Bosch-Gruppe ist ein international führendes Technologie- und Dienstleistungsunternehmen mit weltweit rund 390 000 Mitarbeitern (Stand: 31.12.2016). Sie erwirtschaftete im Geschäftsjahr 2016 einen Umsatz von 73,1 Milliarden Euro. Die Aktivitäten gliedern sich in die vier Unternehmensbereiche Mobility Solutions, Industrial Technology, Consumer Goods sowie Energy and Building Technology. Als führender Anbieter im Internet der Dinge (IoT) bietet Bosch innovative Lösungen für Smart Home, Smart City, Connected Mobility und Industrie 4.0. Mit seiner Kompetenz in Sensorik, Software und Services sowie der eigenen IoT Cloud ist das Unternehmen in der Lage, seinen Kunden vernetzte und domänenübergreifende Lösungen aus einer Hand anzubieten. Strategisches Ziel der Bosch-Gruppe sind Lösungen für das vernetzte Leben. Mit innovativen und begeisternden Produkten und Dienstleistungen verbessert Bosch weltweit die Lebensqualität der Menschen. Bosch bietet „Technik fürs Leben“. Die Bosch-Gruppe umfasst die Robert Bosch GmbH und ihre rund 440 Tochter- und Regionalgesellschaften in rund 60 Ländern. Inklusive Handels- und Dienstleistungspartnern erstreckt sich der weltweite Fertigungs- und Vertriebsverbund von Bosch über fast alle Länder der Welt. Basis für künftiges Wachstum ist die Innovationskraft des Unternehmens. Bosch beschäftigt weltweit rund 59 000 Mitarbeiter in Forschung und Entwicklung an 120 Standorten.

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