



Bosch and Baidu sign strategic cooperation framework agreement on joint development of smart mobility in China

Witnessed by Chinese Premier Li Keqiang and German Chancellor Angela Merkel

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Berlin, Germany – Bosch and Baidu are further strengthening their cooperation: on June 1, witnessed by Premier Li Keqiang and German Chancellor Angela Merkel, the two companies signed a strategic cooperation framework agreement on smart mobility in China. Dr. Dirk Hoheisel, member of the board of management of Robert Bosch GmbH, and Lu Qi, Group President, Vice Chairman of the board of directors and Chief Operating Officer at Baidu, attended the ceremony and signed the agreement.

“China is the biggest automotive market in the world, and also among the leading countries worldwide in the development of the internet of things (IoT) and artificial intelligence (AI). We are pleased to have the opportunity to cooperate strategically with Baidu in this way. Combining the know-how of a high-tech internet corporation with our expertise as the world’s biggest automotive supplier, the alliance will promote the development of smart mobility in China,” Hoheisel said.

As a cooperation partner, Bosch will be involved in Baidu’s “Apollo” project, which aims to provide open, comprehensive, and reliable software for the development of automated vehicles. Among other things, Bosch will contribute its sensors and the “Bosch Road Signature” for vehicle localization. Moreover, Bosch and Baidu will provide their technical expertise to support the drafting of legislation relating to automated driving in China.

In April 2017, Bosch established partnerships with leading Chinese map providers, including Baidu, to cooperate on HD maps for automated driving, and to jointly introduce the “Bosch Road Signature” as an accurate localization service in China. This service will combine high-definition maps with Bosch’s

advanced camera and radar sensors to ensure the stable positioning and localization of automated cars even in adverse weather conditions.

Baidu, the largest Chinese search engine and internet service provider, has built up expertise in many core technologies relating to automated driving, such as environmental perception, behavior prediction, trajectory planning, smart connectivity, HMI, accurate localization, and HD maps. Baidu has been involved in R&D related to automated driving technology since 2013. "Developing autonomous driving and intelligent cars is a vast collaborative endeavor that requires tremendous efforts from all participants to advance the industry. AI technology is Baidu's core competency, and Bosch is a leading technology and service provider. Through working together, the two companies will upgrade the intelligent systems of the automobile industry and create an entire new ecosystem for intelligent and autonomous driving cars," stated Qi Lu.

Bosch has been working on the development of automated driving since 2011. Today, some 3,000 Bosch engineers are working on automated driving worldwide. With driver assistance systems, the company generated sales of more than a billion euros for the first time in 2016, as well as winning orders worth 3.5 billion euros. In China, Bosch is committed to the stepwise realization of automated driving, and is working with many OEMs on driver assistance, braking, and steering systems. Following Germany, the U.S., and Japan, Bosch is now also testing automated driving in China. For partially automated driving on Chinese freeways, Bosch and Baidu have set up a test vehicle on the basis of a Jeep Cherokee. The test vehicle is equipped with numerous Bosch components. These include, among other things, five mid-range radar sensors and a multi-purpose camera for environment recognition, as well as an ESP braking control system and electronic power steering.

Contact person for press inquiries:

Joern Ebberg,

Phone: +49 711 811-26223

Mobility Solutions is the largest Bosch Group business sector. In 2016, its sales came to 43.9 billion euros, or 60 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 390,000 associates worldwide (as of December 31, 2016). The company generated sales of

73.1 billion euros in 2016. 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 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 120 locations across the globe, Bosch employs some 59,000 associates in research and development.

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