

Bosch Ventures invests in 4screen **\$21M Series B to Accelerate Global Growth of Driver** **Interaction Platform**

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- ▶ 4screen raises \$21 million Series B led by Bosch Ventures to scale at the global intersection of mobility and media.
- ▶ With integrations across 15 global car brands and active in 12 countries, 4screen is redefining the connected vehicle experience – empowering OEMs and advertisers with contextual, data-driven interaction at scale.
- ▶ Dr. Ingo Ramesohl, Managing Director of Bosch Ventures: “As mobility continues to evolve, the in-car experience is becoming a crucial extension of our digital lives. With strong OEM integrations and clear market momentum, we see 4screen as a key enabler of the next generation of connected in-car experiences.”

Boston and Sunnyvale, Calif. – 4screen, the world’s first driver interaction platform, today announced the successful closing of its \$21 million Series B funding round. With integration in most of the leading car brands and access to millions of connected vehicles, 4screen is seeking to leverage one of the largest untapped advertising channels in mobility – the in-car screens. The funding will accelerate 4screen’s global expansion as it scales its category defining platform across new markets and product categories.

Since its commercial launch, 4screen has established the world’s first driver interaction platform, connecting businesses with on-the-go customers directly through their native car screens. As the pioneer in in-car marketing, the platform offers brands a powerful new channel to reach millions of vehicles, enables automakers to unlock scalable digital revenue and enhances the in-car experience for their drivers. A driver navigating to a city center can receive real-time offers from nearby parking garages, EV charging stations or coffee shops, seamlessly integrated on their dashboard. 4screen delivers useful, non-intrusive information directly on the center or navigation screens – such as nearby points of interest or real-time service recommendations – fully aligned with driver safety and privacy regulations. Unlike aftermarket apps, 4screen is deeply integrated into the vehicle’s native systems – no downloads, no setup, just real-time relevance.

Driver Interaction powered by German Engineering

Founded in 2020 in Munich, 4screen has experienced exceptional growth, establishing itself as the category leader in driver interaction and car data monetization. The platform is now live in 12 countries across Europe and North America and is integrated into the operating systems of 15 leading global car brands. Built to be fully automaker-agnostic, 4screen enables seamless scalability across the industry, while using the carmaker's native user interface to ensure a smooth, familiar, and distraction-free experience for drivers.

Building on this foundation, the Series B will drive global expansion – especially in the U.S. – and scale the platform to meet growing demand. The focus: entering new markets, advancing tech and data, and deepening partnerships with brands, OEMs and further partners. Selected to support exactly that, the new investors joining in this Series B – Bosch Ventures, NewRoad Capital Partners, and Bayern Kapital – bring deep expertise and perspective, each aligned with a key pillar of 4screen's continued growth. Existing investors also participated in the round. As a two-sided platform bridging the worlds of automotive and marketing, 4screen sits at the intersection of connected mobility and dynamic brand engagement.

Dr. Ingo Ramesohl, Managing Director and Co-Head of Bosch Ventures stated: "As mobility continues to evolve, the in-car experience is becoming a crucial extension of our digital lives. Car screens have become more than 10x larger than smartphones and 4screen turns that space into a smart engagement hub. With strong OEM integrations and clear market momentum, we see 4screen as a key enabler of the next generation of connected in-car experiences. We're proud to support their vision and continued expansion."

Fabian Beste, Co-Founder & CEO of 4screen commented: "From day one, we set out to build a platform that enhances the driving experience while creating value at the intersection of brands, 3rd parties and automakers – connecting worlds that, until now, have largely operated separately. This funding is a strong vote of confidence in our vision and the progress we've made. With the support of our investors, we're ready to take 4screen to the next stage of global growth."

With over 100 million connected cars on the road, each used for an average of one hour per day, the in-car environment represents one of the largest untapped frontiers in digital media. Combined with access to 200+ real-time vehicle data points, they enable highly contextual, moment-based engagement like never before. As automakers seek new digital revenue streams and brands look for

high-intent moments to connect with consumers, the 4screen platform is already today unlocking this opportunity at scale.

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

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About Bosch Ventures

Robert Bosch Venture Capital GmbH (Bosch Ventures) is the corporate venture capital company of the Bosch Group, a leading global supplier of technology and services. Bosch Ventures invests worldwide in innovative start-up companies at all stages of their development. Its investment activities focus on technology companies working in areas of business of current and future relevance for Bosch, above all, automation and electrification, climate technologies, enabling technologies, and healthcare systems. Bosch Ventures also invests in services and business models that are relevant to the above-mentioned areas of business. Furthermore, Bosch Ventures enables co-innovation between Bosch and startups through the Open Bosch Program.

Additional information is available online at: www.bosch.ventures

About Bosch

Having established a presence in North America in 1906, today the Bosch Group employs more than 41,000 associates in more than 100 locations in the North American region (as of Dec. 31, 2024). In 2024, Bosch generated consolidated sales of \$17.3 billion in the U.S., Mexico and Canada. For more information visit www.bosch.us, www.bosch.mx and www.bosch.ca.

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 (\$97.7 billion USD) 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.

Exchange rate: 1 EUR = 1.0823

About 4screen

4screen is the world's first Driver Interaction Platform, connecting brands & businesses with on-the-go customers in real time – directly through the car screen. As the pioneer of in-car marketing, 4screen is integrated into the navigation systems of leading automotive brands, providing businesses with unparalleled access to millions of drivers across 12 countries. For more information, visit www.4screen.com