

## **AI in the car: Bosch presents cockpit innovations at CES 2026 in Las Vegas** Collaboration with Microsoft and Nvidia

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- ▶ Bosch board member Markus Heyn: "Bosch's AI-powered cockpit makes driving more comfortable, intuitive, and safer for all occupants."
- ▶ Bosch is significantly advancing AI in vehicles together with Microsoft and NVIDIA
- ▶ New "AI extension platform" from Bosch quickly and easily expands current cockpit systems with AI functions.
- ▶ Bosch aims for sales of over two billion euros with in-vehicle infotainment solutions by 2030.

**Stuttgart** – The automotive industry is undergoing a fundamental transformation, with software – and especially artificial intelligence (AI) – becoming a core component of the future driving and in-cabin experience. Bosch is a pioneer in this field and is taking a decisive step forward in bringing AI into the vehicle, turning the cockpit into an intelligent and proactive companion. At one of the world's leading electronics trade fairs, CES® 2026 in Las Vegas, USA, Bosch will unveil its new AI extension platform, an AI-enabled high performance computing unit for realizing an AI-powered cockpit. "The new AI extension platform enables existing cockpit systems to be quickly and easily upgraded with advanced AI functions. This makes the driving experience more comfortable, intuitive, and safer for all vehicle occupants," says Markus Heyn, member of the board of management of Robert Bosch GmbH and chairman of Bosch Mobility.

With Bosch's new AI-powered cockpit, the vehicle is transforming from a simple means of transport into an intelligent, self-learning partner that understands the driver's routines, preferences, and context. Features of Bosch's AI-powered cockpit include an AI voice assistant that anticipates needs, comprehensive scene understanding of the vehicle interior, precise navigation, and extensive entertainment options. For instance, a simple statement like, "I'm feeling cold," can trigger multiple coordinated actions, such as activating the seat heating while simultaneously adjusting the cabin temperature.

## **Two billion euros in sales by the end of the decade**

“Bosch’s new AI-powered cockpit enables both drivers and car manufacturers to fully leverage the capabilities of modern automotive software. Thanks to the ‘AI extension platform,’ new functions can be implemented in the vehicle much faster in the future,” says Heyn. Bosch sees a significant and growing market for such AI cockpits. Various market research institutes, including Grand View Research\* and MarketsandMarkets\*, predict that the market for AI-enabled in-vehicle infotainment (IVI) solutions will reach a volume of approximately 17 billion euros by 2030. Bosch aims to participate in this market. The company expects sales of over 2 billion euros with such IVI solutions by the end of the decade and strives for a leading position among the top three providers.

## **Bringing advanced AI to today’s vehicles**

A key application of this is turning unproductive downtime in the car into productive work time. Together with Microsoft, Bosch is transforming the car into a mobile office without compromising on driver safety. By integrating Microsoft Foundry and specialized features for the cockpit, the solution provides seamless access to the Microsoft 365 productivity suite. Microsoft 365 applications can be intelligently connected with other vehicle domains to prioritize safety and minimize distraction. For example, a driver can use an intuitive voice command to join a Microsoft Teams call, which in turn prompts the system to proactively activate adaptive cruise control. This seamless, cross-domain interaction helps to create a journey that is both productive and safe – a significant value for commuters and frequent drivers, for instance.

Bosch’s new “AI extension platform” allows today’s vehicles to be quickly and easily retrofitted without changes to existing hardware or system architecture. At its core, the platform leverages the powerful “NVIDIA DRIVE AGX Orin system-on-chip” (SoC), which forms the foundation for complex AI applications in the cockpit. It builds on the industry-standard “NVIDIA CUDA” platform, allowing automakers to easily integrate their own AI models and agents. Offering 150 to 200 tera operations per second (TOPS) of additional compute power, the compact unit connects via simple power and Ethernet interfaces and is supported by flexible active air or liquid cooling options. To accelerate the development and deployment of complex AI features, Bosch also utilizes Nvidia’s software suites, including the “NVIDIA NeMo framework” for managing the end-to-end AI lifecycle. This enables seamless integration of advanced in-cabin applications such as real-time sensor processing and vision-language models (VLMs). In addition, core reasoning and speech capabilities powered by “NVIDIA Nemotron models” deliver contextual understanding, multi-step reasoning,

and natural, conversational user interactions. Furthermore, using Microsoft Foundry, Bosch designs and manages the in-vehicle AI, ensuring a scalable, always up-to-date AI assistant experience in the cockpit.

Bosch will demonstrate the AI-powered cockpit and the AI extension platform for the first time at CES® 2026 in Las Vegas.

\*[Grand View Research](#) and [MarketsandMarkets](#)

**Press photos and infocharts are available on the Bosch Media Service at [www.bosch-press.com](http://www.bosch-press.com).**

**Contact for press inquiries:**

Megan Bonelli

Phone: +1 947 281-7062

E-Mail: [megan.bonelli@us.bosch.com](mailto:megan.bonelli@us.bosch.com)

**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.

**Contact persons for press inquiries:**

**Bosch at CES:** Irina Ananyeva, +49 152 597-53284, Megan Bonelli, +1 947 281-7062, Tim Wieland, +1 248 410-0288

**Mobility, software:** Athanassios Kaliudis, +49 152 086-51292

**Artificial intelligence:** Matthias Jekosch, +49 711 811-17645

**Connected manufacturing:** Manuela Kaiser, +49 711 811-44203

*Mobility is the largest Bosch Group business sector. It generated sales of 55.8 billion euros in 2024, and thus contributed around 62 percent of total sales. This makes the Bosch Group one of the leading mobility suppliers. Bosch Mobility pursues a vision of mobility that is safe, sustainable, and exciting. For its customers, the outcome is integrated mobility solutions. The business sector's main areas of activity are electrification, software and services, semiconductors and sensors, vehicle computers, advanced driver assistance systems, systems for vehicle dynamics control, repair-shop concepts, as well as technology and services for the automotive aftermarket and fleets. 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 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.*

Additional information is available online at [www.bosch-press.com](http://www.bosch-press.com), [www.bosch-mobility.com](http://www.bosch-mobility.com), [www.bosch.com](http://www.bosch.com).