

Bosch mySPIN Smartphone Integration Solution Featured on Jaguar and Land Rover Vehicles as InControl™ Apps Technology To Be Showcased at New York Auto Show

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- ▶ Technology will provide users with the opportunity to stay connected through their iPhone® or Android smartphone while on the go
- ▶ Without compromising safety, preferred apps can stay in use while using mySPIN technology

FARMINGTON HILLS, Mich. – Bosch, a leading global technology supplier, has collaborated with Jaguar Land Rover to introduce Bosch’s mySPIN technology on select vehicles in 2015. Jaguar F-TYPE Coupe and Range Rover Evoque models will demonstrate this innovative solution as InControl™ Apps for the first time during the New York International Auto Show beginning April 18. This technology creates a device-to-vehicle link that provides users with the opportunity to continue using preferred apps in a way they are accustomed to, comfortably through the vehicle’s in-dash display.

“As the world becomes increasingly more connected, consumers are expecting their vehicle to be an extension of their lifestyle in ways that were not even possible just a few years ago,” said Juergen Peters, regional president, Car Multimedia, Robert Bosch LLC. “Bosch is pleased to partner with Jaguar Land Rover to allow the end user to bring their preferred apps into the vehicle so they can be safely applied.”

The mySPIN smartphone integration solution creates a channel where smartphone apps are made vehicle-compatible by presenting drivers with only relevant information, thus minimizing distraction. After the launcher app is downloaded to the mobile phone, popular smartphone apps will then be displayed and controlled through the vehicle display. Apps that can be used with this technology include: iHeartRadio, Parkopedia, Hotelseeker, Glympse, Sygic Navigation, Stitcher, News OnBoard, Winston, CitySeeker, EventSeeker, MilageTracker and MobileDay. In the future, drivers can enjoy an expanding range of apps.

About the New York International Auto Show

The New York International Auto Show is an opportunity to see the newest cars and trucks under one roof. As North America's first and largest attended auto show, nearly every make and model vehicle sold in the U.S. is displayed. The show will take place at the Jacob Javits Center in New York City from April 18-27.

For more information on mySPIN, see:

<http://www.bosch-softtec.com/myspin/myspinhome.html>

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About Bosch:

The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, its roughly 281,000 associates generated sales of 46.4 billion euros (\$61.6 billion) in 2013. The Bosch Group comprises Robert Bosch GmbH and its more than 350 subsidiaries and regional companies in some 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. Its operations are divided into four business sectors: Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2013, Bosch applied for some 5,000 patents worldwide. The Bosch Group's products and services are designed to fascinate, and to improve the quality of life by providing solutions which are both innovative and beneficial. In this way, the company offers technology worldwide that is "Invented for life." Additional information on the global organization is available online at www.bosch.com, www.bosch-press.com, and <http://twitter.com/BoschPresse>.*

In the U.S., Canada and Mexico, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial drives and control technology, power tools, security and communication systems, packaging technology, thermotechnology, household appliances, healthcare telemedicine and software solutions. For more information, please visit www.boschusa.com, www.bosch.com.mx and www.bosch.ca.

**Due to a change in legal rules governing consolidation, 2013 figures can only be compared to a limited extent with 2012 figures. Exchange rate: 1 EUR = \$1.32812*

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