

Bosch technologies featured on 2015 Chrysler 200, an IIHS Top Safety Pick+

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Bosch's radar sensor and electronic stability program help drivers avoid accidents

- ▶ 2015 Chrysler 200 is equipped with Bosch-supplied third-generation long-range radar (LRR3) sensor and electronic stability program (ESP[®]) technology
- ▶ Bosch LRR3 and ESP technology enable the vehicle's adaptive cruise control (ACC) and automatic emergency braking (AEB) functions
- ▶ Technology helps keep driver aware of surroundings and reduces risk of collisions

FARMINGTON HILLS, Michigan – Bosch technology is utilized on the all-new 2015 Chrysler 200, which, when equipped with front crash prevention, was recently named a 2014 Top Safety Pick+. This rating is the highest rating awarded by the Insurance Institute for Highway Safety (IIHS).

Bosch, a leading global supplier of technology and services, has its third-generation long-range radar (LRR3) sensor and electronic stability program (ESP[®]) featured on the Chrysler 200. Bosch's LRR3 and ESP help enhance the vehicle's adaptive cruise control (ACC) and automatic emergency braking (AEB) systems, increasing vehicle safety.

“We are very pleased to have worked with Chrysler in achieving this impressive safety systems rating on the 2015 Chrysler 200,” said Scott Winchip, regional president, Chassis Systems Control North America, Robert Bosch LLC. “This specific Bosch system featured on the 200 helps drivers to react properly by providing effective support in critical situations, such as the threat of a rear-end collision. The safety of drivers, passengers and pedestrians remains Bosch's top priority, and our engineers work continuously on improving safety toward the goal of injury- and accident-free driving technologies.”

The LRR3 is the centerpiece of the automatic distance and speed control systems, ACC and AEB. It detects objects and measures their velocity and position relative to the movement of the vehicle.

LRR3 helps ACC use the information gathered – like the distance and speed of surrounding objects up to 250 meters away – to automatically brake and accelerate the vehicle, helping control its speed and maintain it at a predefined minimum distance from the preceding vehicle. For AEB, LRR3 supports the driver with an intelligent predictive warning concept, and if a collision is unavoidable and the driver does not react to the warning, the system will automatically engage emergency braking to reduce the risk of injury.

Complementing the LRR3 technology, ESP detects vehicle skidding movements and actively counteracts them through the use of an antilock braking system and traction control system, which significantly reduces the risk of the driver losing control of the vehicle. The technology stabilizes the vehicle when it goes into a skid and can brake the vehicle autonomously in defined situations.

IIHS is an independent, nonprofit scientific and educational organization dedicated to reducing the losses – deaths, injuries and property damage – from crashes on the nation's roads. For front crash prevention ratings, the Institute conducts low- and moderate-speed track tests of vehicles with automatic braking systems. In order to earn a superior rating, a vehicle must have an auto-brake system that can avoid a crash or substantially reduce speeds in both speed tests.

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About Bosch:

In the U.S., Canada and Mexico, the Bosch Group manufactures and markets automotive original equipment and aftermarket solutions, industrial drives and control technology, power tools, security and communication systems, packaging technology, thermotechnology, household appliances, healthcare telemedicine and software solutions. Having established a regional presence in 1906, Bosch employs 24,600 associates in more than 100 locations, with consolidated sales of \$10.4 billion in 2013. For more information, visit www.boschusa.com, www.bosch.com.mx and www.bosch.ca.

The Bosch Group is a leading global supplier of technology and services. In 2013, its roughly 281,000 associates generated sales of 46.1 billion euros (\$61.2 billion). Its operations are divided into four business sectors: Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its more than 360

subsidiaries and regional companies in some 50 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2013, Bosch invested some 4.5 billion euros (\$6.0 billion) in research and development and 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>.

**Due to a change in accounting policies, 2013 figures can only be compared to a limited extent with 2012 figures. The decision to forego the application of proportionate consolidation affects mainly BSH Bosch und Siemens Hausgeräte GmbH and ZF Lenksysteme GmbH (2013 consolidated sales volume of some \$9.7 billion). Exchange rate: 1 EUR = \$1.32812.*

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