

## Motorcycles: Bosch technology makes a thrilling ride safer

Oct. 21, 2014

Motorcycle Stability Control allows riders to brake and accelerate safely, without sacrificing performance

- ▶ Paired with an anti-lock braking system (ABS), motorcycle stability control (MSC) gives riders more control
- ▶ System intervenes in critical situations
- ▶ MSC receives Innovation Award 2014 in safety category

**FARMINGTON HILLS, Michigan** – Robert Bosch LLC has developed Motorcycle Stability Control (MSC), the world’s first all-in-one safety system for motorcycles. MSC is designed to measure key motorcycle data and intervene in critical situations, resulting in improved rider safety.

The MSC system, based on a Bosch anti-lock braking system (ABS) and featuring a lean angle sensor, constantly measures wheel speed, yaw rate, lean angle and pitch angle to modulate braking and acceleration, ensuring optimal safety in all riding situations, including difficult maneuvers and cornering. The system applies acceleration and braking proportionally to prevent the wheels from locking, spinning, or lifting from the ground, and monitors the riding situation to achieve maximum deceleration in straight-line braking.

“MSC is the next big step in motorcycle safety,” said Frank Sgambati, director of marketing and product innovation for Chassis Systems Control, Robert Bosch LLC. “With nearly half of all motorcycle fatalities occurring along curves, this technology will help riders to pilot safely through these challenging situations. MSC and ABS for motorcycles are examples of leading-edge solutions that do not interfere with the thrill of the ride, but aid us in reaching our goal of accident- and injury-free driving.”

Each year, nearly 5,000 motorcycle fatalities occur in the U.S., according to the National Highway Traffic Safety Administration, and 80,000 deaths happen worldwide. By combining the benefits of ABS and MSC, Bosch helps riders gain more precise control and improved safety performance for their motorcycles.

## **From ABS light to MSC – a solution for every class of motorcycle**

Bosch offers a modular approach to motorcycle safety technologies, including ABS units to suit any type of motorized two-wheeler that features a hydraulic brake system. The portfolio ranges from a single hydraulic brake channel to control the front wheel, to a dual-channel system, to the top-of-the-line ABS 9 enhanced system, which features an electronic combined brake system function that automatically optimizes brake performance on both wheels, regardless of which brake the rider applies.

MSC was first launched in 2013 on KTM's 1190 Adventure models. In September 2014, KTM announced it will install the system on its new 2015 1290 Super Adventure. The technology also was recognized during the recent 2014 "Dinner for Winner" event in Brussels, Belgium, where it received an Innovation Award in the safety category.

### Contact:

Linda Beckmeyer

Robert Bosch LLC

Phone: +1 248-876-2046

[linda.beckmeyer@us.bosch.com](mailto:linda.beckmeyer@us.bosch.com)

### **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](http://www.boschusa.com), [www.bosch.com.mx](http://www.bosch.com.mx) and [www.bosch.ca](http://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](http://www.bosch.com), [www.bosch-press.com](http://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.*

###