



Bosch showcases the path to road safety in India at the SAFE ROADS India Summit 2017

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- ▶ The summit was themed around improving road safety conditions in India with a specific focus on child safety
- ▶ Bosch displayed its active safety, passive safety and actuation portfolios

Delhi – Bosch Chassis Systems India Pvt. Ltd., a subsidiary of the Bosch Group in India, highlighted its commitment to road safety and child road safety by showcasing its automotive technology and vision at the SAFE ROADS India Summit 2017 that was held on November 22 and 23 at Hotel Taj Vivanta, Delhi. The two-day event was dedicated to raise awareness and showcase innovative technologies that could improve road safety conditions in India and reduce accident fatality rates. The core theme of the summit was child safety and vulnerable road users (VRUs).

With 4.8 lakh accidents on Indian roads and 1.5 lakh road fatalities in 2016, it is essential now for automobiles and their manufacturers in India to equip their offerings with technologies to prevent accidents and minimize injuries. The summit shed light on such technologies and provided an educational experience for visitors.

Embedded automotive technologies key to road safety

On the first day of the summit, participating companies and contributors came together to interact with visiting students and showcase their latest technologies and offerings geared towards road safety for children in India. The second day of the event also offered interactive sessions on vehicle technology, road infrastructure and user behavior by spokespeople from companies such as Bosch, Daimler AG, Mercedes-Benz R&D India and more.

Mr. Umesh N, managing director, Bosch Chassis Systems India Pvt. Ltd., said – “Active safety technologies such as ABS and ESP® are especially helpful to

ensure car safety for passengers inside vehicles and other road users. These technologies prevent locking of wheels during full or partial braking and prevent loss of control while cornering and side skidding. We are also excited to showcase driver assistance technologies like Autonomous Emergency Braking (AEB) to help vehicles avoid collisions with vulnerable road users. Connected technologies are the future of road safety and using radars and cameras in embedded automotive parts is one of the best ways to prevent fatal road accidents in India.”

The summit highlighted how active safety technologies such as Electronic stability Control (ESC) or Electronic Stability Program (ESP®) which are already mandatory in developed nations like Europe, US, Japan, Australia and more, contribute towards improved road safety.

Bosch’s key offerings geared towards road safety

At the summit, Bosch displayed its active safety, passive safety and actuation portfolios, all of which are critical pre-crash and post-crash safety components necessary in automobiles. Bosch also showcased driver assistance technologies with a key focus on safe parking, safety for VRUs and driving safety & comfort. Also on display were a Virtual Reality experience station and an interactive touchscreen kiosk where visitors could witness the importance of road safety and driver comfort technologies.

The summit also showcased the work of Bosch’s chassis systems control division which is pivotal in supplying safety related components and technologies to major automotive manufacturers in India. Bosch designs these products and technologies to implement crash avoidance and post-crash injury mitigation to vehicles, pedestrians and other vulnerable road users.

The SAFE ROADS India Summit 2017 was an educational event that pinpointed the key challenges facing road safety in India. It played a role in communicating the cost-benefit analysis of safety technologies, consumer adoption, policy frameworks and infrastructure availability in India. The summit also helped raise awareness on road safety amongst adults and children alike and how they can help realize its importance towards enjoying a safer and better livelihood.

Contact person for press inquiries:

Somtirtha Das

+91 80 6752 9041

About Bosch in India

In India, Bosch is a leading supplier of technology and services in the areas of Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. Additionally, Bosch has in India the largest development center outside Germany, for end to end engineering and technology solutions. The Bosch Group operates in India through twelve companies, viz, Bosch Limited, Bosch Chassis Systems India Private Limited, Bosch Rexroth India Private Limited, Robert Bosch Engineering and Business Solutions Private Limited, Bosch Automotive Electronics India Private Limited, Bosch Electrical Drives India Private Limited, BSH Home Appliances Private Limited, ETAS Automotive India Private Limited, Robert Bosch Automotive Steering India Private Limited, Automotive Services and Solutions Private Limited, New Tech Filters India Private Limited and Mivin Engineering Technologies Private Limited. In India, Bosch set-up its manufacturing operation in 1951, which has grown over the years to include 18 manufacturing sites, and seven development and application centers. Bosch Group in India employs over 31,000 associates and generated consolidated revenue of about ₹18,300 crores (1.8 billion euros) in 2016 of which ₹12,950 crores from third party. The Group in India has close to 18,500 research and development associates.*

In India, Bosch Limited is the flagship company of the Bosch Group. It earned revenue of over ₹ 10,500 crores in 2016. Additional information can be accessed at www.boschindia.com

About Bosch Group

The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). According to preliminary figures, the company generated sales of 73.1 billion euros in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected industry. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 450 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 120 locations across the globe, Bosch employs 59,000 associates in research and development.

Additional information is available online at www.bosch.com, www.bosch-press.com, <http://twitter.com/BoschPresse>