



Electromobility: The powertrain of the future

18 October 2011

RBMY/COM

- ▶ Bosch shares the eMobility Solution concept at the inaugural Malaysian-German Sustainable Automotive Mobility Conference
- ▶ Bosch's eMobility solution is designed to be robust, cost-effective, highly secure and easily scalable for future concepts
- ▶ Supports future development of a vibrant and ecologically sustainable electric vehicle city transportation ecosystem

Kuala Lumpur, Malaysia, 18 October 2011 – Bosch – a leading global supplier of technologies and services in the areas of automotive and industrial technology, consumer goods and building technology, software and systems solutions – presented on the eMobility Solution concept at the inaugural Malaysian-German Sustainable Automotive Mobility Conference in Shangri-La Hotel Kuala Lumpur today.

Mr Anuj Jain, Managing Director of Bosch Software Innovations (Asia Pacific) said, "We are very pleased share our thoughts on the trends of the electromobility and to be part of the first Malaysian-German automotive mobility conference here in Malaysia."

Electromobility: The powertrain of the future

There is currently no clear answer to the kind of propulsion system that will power the car of the future. What is certain is that the system will be based closely on drivers' specific mobility needs. In the long term, electric motors will play an important role.

They will offer the greatest benefits in short-distance driving in the world's growing megacities, reducing emissions in major population centers. The best option for medium and long distance trips, in contrast will be improved, fuel-efficient diesel and gasoline engines. Hybrid-drives, a combination of internal combustion engines and electric motors, will be an option for any type of driving.

Bosch has based its long-term strategy on these considerations, refining diesel and gasoline engines, while at the same time investing major effort in the electrification of the powertrain.

Bosch already has a full portfolio for hybrid and electrical powertrains. It includes core components such as the power electronics systems which control the energy flow in hybrid and electrical vehicles, as well as high-torque electric motors.

With all these products, plus the lithium-ion batteries from the SB LiMotive joint venture set up with Samsung SDI, Bosch is in a position to supply the entire electrical powertrain – from the energy storage medium to the electric motor.

Each year, Bosch makes some 400 million euros available for powertrain electrification. Since 2010, the parallel full hybrid system, a Bosch innovation, has been available in two premium class models. 2011 will see the premiere of our hybrid technology in combination with a diesel engine.

Technology of the future

When it comes to electric vehicles, Bosch can draw on a wealth of experience not only in powertrain technology, but also in the corresponding infrastructure.

In Singapore, Bosch is the appointed infrastructure service provider by the Singapore Government for the country's electric vehicle test-bed program. It involves a software-based service platform for electromobility, as well as the requisite charging and communication infrastructure. The target users of the test-bed are corporate fleet owners that can either own or rent electric vehicles.

Bosch's eMobility solution connects the charging infrastructure to car and driver, complying with the highest security standards to ensure data integrity and stability.

The interconnectivity between the various components of the charging infrastructure forms part of the eMobility platform. The platform is based on the ecosystem philosophy, which allows future stakeholders to be integrated.

In addition, this technology allows real-time connectivity, monitoring and remote software updates for the charging stations. New software and hardware modules can be easily included as the network and usage expands.

The software enables the EV driver to locate the nearest available charging station. To complement the software, a bi-lingual 24/7 call center support is available to assist EV users.

Mr Jain said, “The eMobility solution is designed as an open solution in the best interest of the end consumer to keep the overall cost of maintaining an EV and its related services more affordable.”

For media enquiries, please contact:

Serena Sit
Senior Officer, Corporate Communications
Robert Bosch Sdn Bhd
DID: +603 7966 3137, HP: +6012 2160 350
Email: serena.sit@my.bosch.com

About Bosch Software Innovations

Bosch Software Innovations, the software and systems unit of Bosch, designs and develops innovative software and systems solutions for an international clientele. For banks and financial services providers, Bosch Software Innovations offers specialized products in the areas of compliance, risk management and customer relationship management. Its systems solutions for mobility and energy infrastructures range from analysis and implementation up to the operation of fully integrated hardware and software systems. Bosch Software Innovations provides customers with the support they need to develop innovative business models that interconnect functions, services and devices via the internet. Using Bosch Software Innovations' leading technologies, customers can increase the efficiency and flexibility of complex applications to gain a long-term competitive advantage. Additional information can be accessed at www.bosch-si.de

About Bosch Malaysia

Bosch has been present in Malaysia since 1923, represented by Robert Bosch Sdn Bhd, with offices located in Selangor, Perak and Penang. In Malaysia Bosch is active in the areas of Automotive Aftermarket, Power Tools, Security Systems, Drive and Control, Packaging Technology, Solar Energy and Thermotechnology. The company has two manufacturing arms in Penang providing car multimedia systems and power tools. Bosch also operates joint ventures in Malaysia including BSH Home Appliances Sdn Bhd, FMP Automotive (Malaysia) Sdn Bhd and ZF Steering (Malaysia) Sdn Bhd. In 2010, Malaysia contributed sales of RM 555 million (130 million euros) and employed almost 2,300 associates. Additional information can be accessed at www.bosch.com.my.



About the Bosch Group

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 283,500 associates generated sales of 47.3 billion euros in fiscal 2010. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing and sales network are the foundation for further growth. Bosch spent 3.8 billion euros for research and development in 2010, and applied for over 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial. Additional information can be accessed at www.bosch.com, www.bosch-press.com, and www.125bosch.com.