

Advocating innovation and open source standards Bosch and JAC Motors develop new in-vehicle infotainment system

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Based on the GENIVI Alliance 2.0 platform

- ▶ First in-vehicle infotainment system based on GENIVI Alliance 2.0 platform installed in high-end passenger cars from JAC Motors, China
- ▶ Bosch advocates Linux based GENIVI system to drive fast technological innovation by adopting open industry standards
- ▶ Equipped with Bosch 3D art map and customized to Chinese user needs

Suzhou/Hefei – Bosch, the leading global supplier of automotive technology and services, has recently closed contracts with JAC Motors to develop the first in-vehicle infotainment system based on the GENIVI 2.0 platform in China. As a member of the GENIVI Alliance, Bosch constantly strives to shorten development cycles and bring latest technology for cars through technological innovation and usage of open industry standards. Tailored to Chinese customers' needs, the new system will be equipped to JAC high-end passenger cars, coming to the market in 2014.

“With the increasing maturity of car usage in China, the demand for advanced intelligent technologies such as in-vehicle infotainment systems has gradually grown, which provides a favorable environment for the development of such technologies. Through the cooperation between Bosch and JAC in developing the first product compliant with the GENIVI 2.0 specification in China, Chinese car users will be provided with the latest technical solution for convenient in-vehicle infotainment.” says Zhang Guoming, Regional President of Bosch Car Multimedia China.

Bosch Car Multimedia is specialized in developing, integrating, manufacturing and distributing driver information, navigation, instrumentation and professional systems to automotive OEMs. “With our engagement in China since 2004, Bosch Car Multimedia has established a strong product presence and a close relationship with customers and users in China. Over the recent years, we have built up comprehensive Research and Development (R&D) capacity in China to be an ever stronger local partner to the China

automotive industry.” says Volker Eberlein, Vice President Engineering, Bosch Car Multimedia China.

Market feedback and extensive “user experience” surveys on functionality, user interface design and operation logic are taken into the design of the new product to provide driving convenience to JAC car buyers.

An additional piece of latest technology in the coming JAC infotainment system will be the Bosch 3D art map as its first application in China. Referred to as a cutting-edge combination of art and technology, the new 3D navigation map provides enhanced visual effects using pieces of Chinese painting art, well high-lighting landmarks to maximize overview and orientation, at the same time eliminate distraction.

Bosch joined the GENIVI Alliance in 2010, is board member of the alliance since 2012 and takes responsibility in multiple technical expert groups. The GENIVI Alliance is an international non-profit industry association whose mission is to drive the broad adoption of an in-vehicle infotainment open source development platform. GENIVI will accomplish this by aligning requirements, delivering reference implementations, offering certification programs and fostering a vibrant open source in-vehicle infotainment community. GENIVI’s work will result in shortened development cycles, quicker time-to-market, and reduced costs for companies developing in-vehicle infotainment equipment and software. Comprised of more than 165 member companies, GENIVI is headquartered in San Ramon, Calif.

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For more information, visit www.bosch.com.cn.

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive technology, energy and building technology, industrial technology, and consumer goods, more than 300,000 associates generated sales of 51.5 billion euros in 2011. The Bosch Group comprises Robert Bosch GmbH and roughly 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. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends around 4.2 billion euros for research and development, and applies for over 4,100 patents worldwide. The Bosch Group’s products and services are designed to improve quality of life through solutions that are innovative and beneficial, as well as fascinating. In this way, the company offers

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