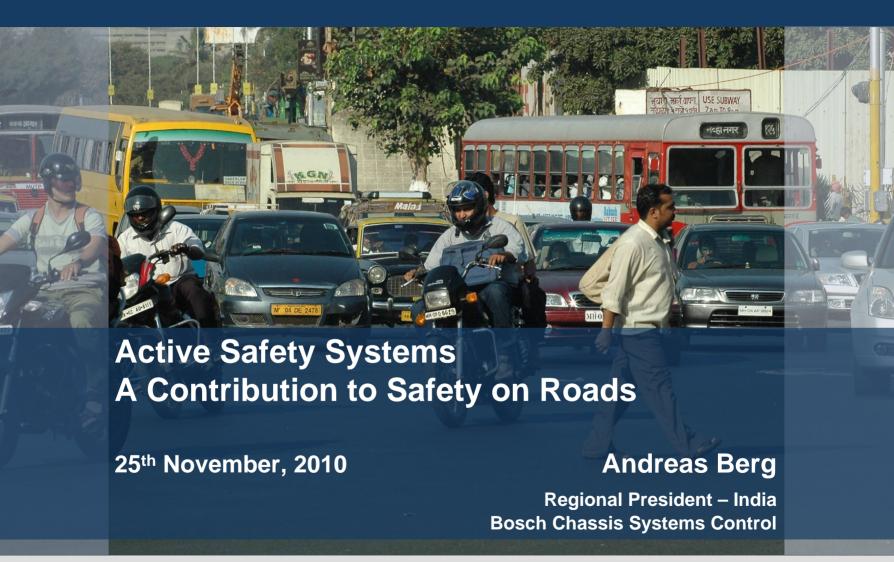


Andreas Berg

Regional President – India Bosch Chassis Systems Control







- 1 Trends in road safety
- 2 Active Safety Systems
- 3 End Consumer View
- 4 Conclusion

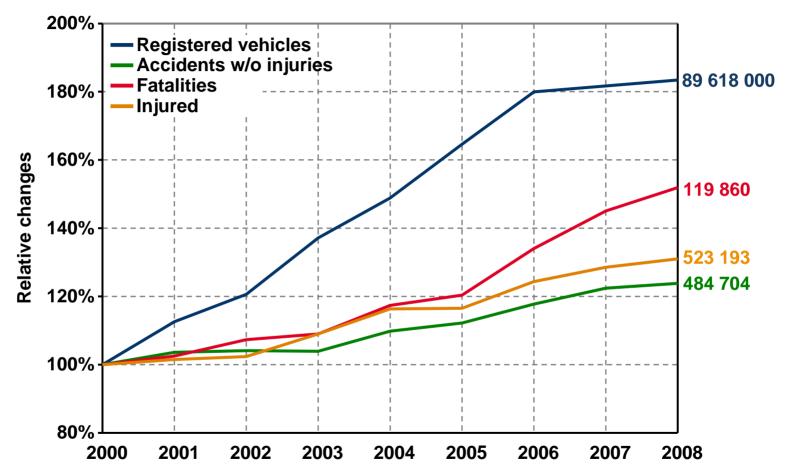


Road Safety in 2008 – A public Health Issue

	Registered motor vehicles [Mio]	Road accidents involving injuries [Mio]	ratalities	lity risk /ehicle ter accident)
	91.2	0.77	6,023 1 :	15,100
	294.0*	1.23	38,875 1 :	7,600
	257.5	1.66	37,261 1:	6,900
	18.6	0.22	5,870 1:	3,200
*‡	169.9	0.27	73,484 1 :	2,300
	54.5	0.42	33,996 1:	1,600
	38.3	0.22	39,936** 1: ** fatalities within 7 days after accident	1,000
•	89.6	0.48	119,860 1:	748

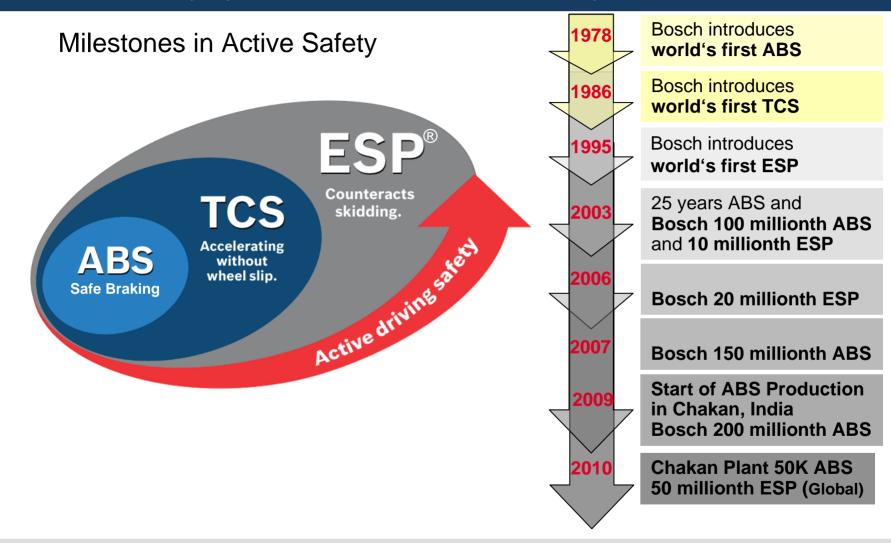


Road Traffic Accidents in India



Source: Ministry of Road Transport & Highway, Govt. of India 2008

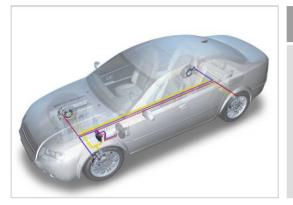






ABS Features and Benefits

<u>Video</u>



Features & Function

If a wheel is about to lock under heavy braking pressure, the system reduces the braking pressure on this wheel alone until the threat of locking is past. Once the wheel turns freely again, brake pressure is again increased.

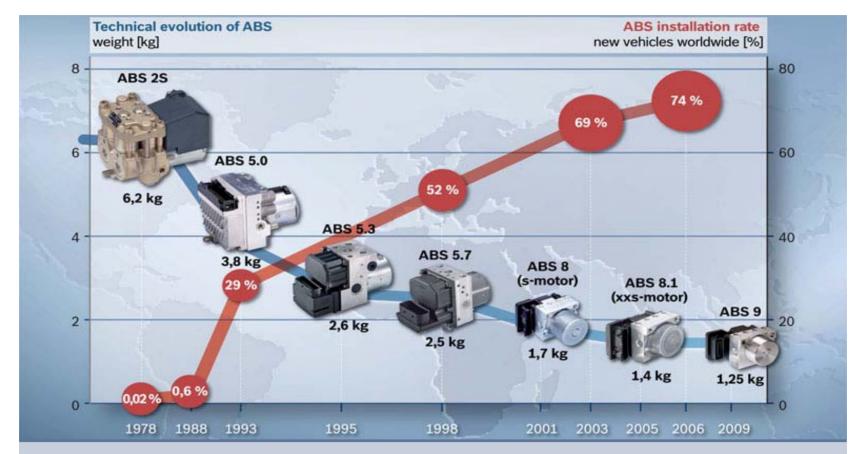


Driving Situations

- Emergency Braking
- Braking in a Curve
- Steering while Braking
- Split-µ Braking
- Designed to always maintain steerability and vehicle stability @ braking



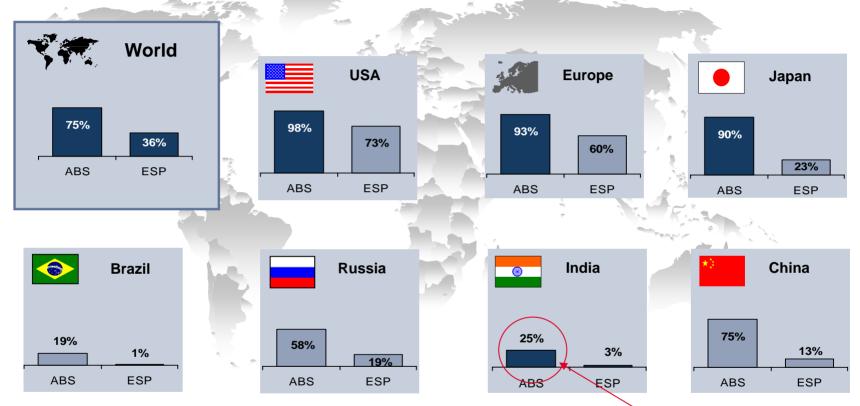
ABS-Technical Evolution & Installation Rate ww



Less weight and increased functionality with every generation



Worldwide ABS and ESP Installation Rates -2009

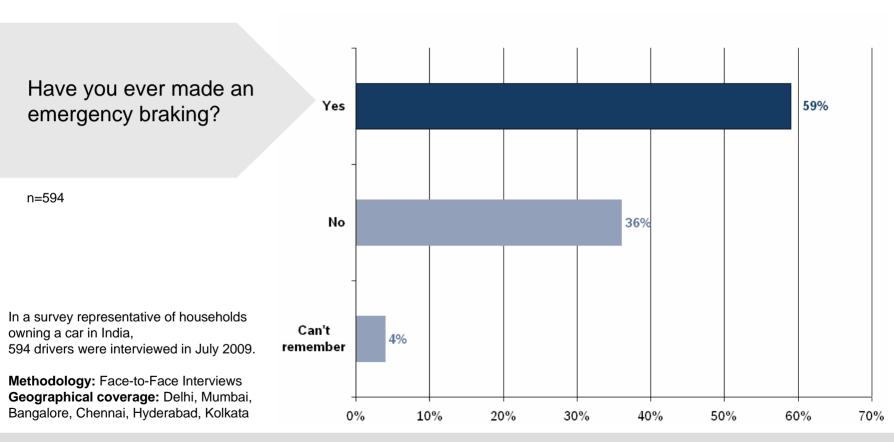


- Installation rates based on production (passenger cars & LCV < 6t)</p>
- Installation rates based on new passenger car registrations

Domestic Installation rate in new passenger car registrations is **Approx 9.5%**



Emergency braking is not an exception

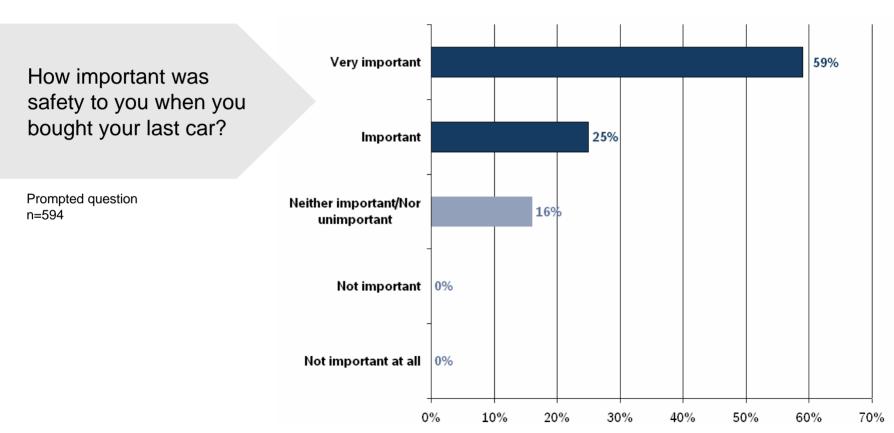


Chassis Systems Control





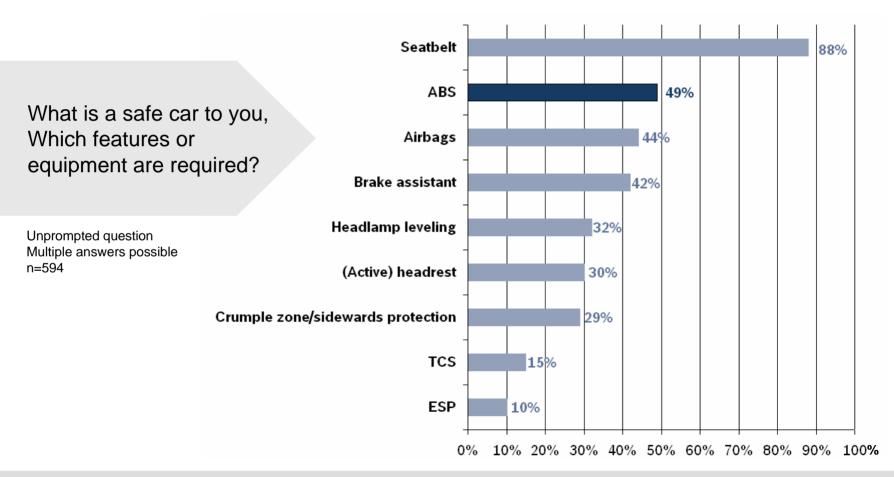
Safety is the one of the important purchasing criterion







Safe cars need ABS







Legislations Active Safety and NCAP

Regulation TSD 126 (Dec 2009)

All vehicles under 4.54 tons built for sale in Canada must be equipped with ESC after Sep 2011

FMVSS126 (June 2007)

All vehicles under 4.54 tons built for sale in U.S. must be equipped with ESC after Sep 2011

Introduction plan: 55% by 09/2009, 75% by 09/2010, 95% by 09/2011, 100% after 09/2011

Resolution 312 (April 2009)

All vehicles for sale in Brazil must be equipped with ABS after Jan 2014 Introduction plan for M1/N1: 8% by 01/2010, 15% by 01/2011, 30% by 01/2012, 60% after 01/2013.

Regulation 1716 (Nov 2009)

All vehicles for sale in Argentina must be equipped with ABS after Jan 2014 Introduction plan for M1/N1: 10% by 01/2010, 15% by 01/2011, 30% by 01/2012, 60% after 01/2013.

Regulation 2009/661/EC

ESP in all vehicle categories¹

- for new vehicle types as per 11/2011
- for all new vehicles as per 11/2014

Advanced Emergency Braking and LDW

- for new vehicle types M2, M3, N2, N3 from 11/2013
- for all new vehicles types M2, M3, N2, N3 11/2015 **EuroNCAP** 5 Stars only with ESP latest 2012

Israel

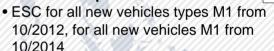
ESP in all vehicle categories as per 01/2010, longer transition periods for M2, M3, N2, N3 but not later than 01/2012

RTR² - ECE R 13H/R 13 (Sep 2010)

ESP in all categories

- for new vehicles types M1, N1 as per 01/2014
- for new vehicles N2, N3, M2, M3 as per 01/2016

ECE R13H in public consultation



 ESC for all new vehicles types Midget cars from 10/2014, for all new vehicles Midget cars from 2/2018

ADR 31/02 following ECE R 13H (June 2009)

- ESC for new vehicles types M1 as per 11/2011
- ESC for all models M1 as per 11/2013
 ANCAP 5 Stars only with ESC since 2008

Vehicle Safety Standard Rule – Toposal

All vehicles under 4.5 t built for sale in Korea must be equipped with ESP

- all new vehicle types as per 01/2012
- all new vehicles as per 07/2014

² Russian Technical Regulation about safety of wheeled vehicles





¹ Longer transition periods for some vehicles in M2, M3, N2, N3

Situation in India - Conclusion

Indian car buyers consider safety as very important

Indian car buyers know about ABS(but not complete benefits)

Bosch brought ABS to India

ABS size, weight and cost is continuously reducing

ABS not available for every one (in every vehicle)

Installation in India is low and not showing significant growth

Contribution to Safety on Roads very limited



Thank you very much



Chassis Systems Control