

Invented for life



Bosch takes Driver Assistance to the Next Level

Bosch is a leading global supplier of technology and services. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as **automation, electrification, digitalization, connectivity, and an orientation to sustainability.**

Next-level ADAS solutions

With the ADAS product family, Bosch offers a seamlessly compatible ecosystem of software, sensors, and services with the necessary computing power for assisted and automated driving and parking. The comprehensive solutions can be adapted to the specific needs of each market, allowing vehicle manufacturers worldwide to bring their individual and cost-effective ADAS solution from Bosch to the market quickly.

Driving the AI-powered future of ADAS

Bosch is at the forefront of innovation in ADAS systems by integrating a modular, end-to-end AI architecture with the power of foundation models and innovative collaborative AI training techniques. Bosch's agility is demonstrated by advanced global AI training capabilities, which serve as innovative grounds for ADAS development and facilitate the adaptation of technology for diverse markets. As a result, Bosch delivers superior ADAS solutions that enhance safety and comfort for drivers worldwide.

