



DRIVING EMBEDDED EXCELLENCE

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ETAS RELOCATES AMERICAS HEADQUARTERS TO PLYMOUTH, MICHIGAN

New space will provide greater access to talent base; central location to support customers

PLYMOUTH, MICH, June 07, 2021 – ETAS, a single source of sustainable, holistic software and hardware solutions and services for the development of safe and secure automotive embedded systems, is relocating its Americas headquarters from Ann Arbor, Mich. to 15800 N. Haggerty Road in Plymouth.

The company will move approximately 95 employees working in sales, engineering, customer support and other administrative functions into the 26,000 square-foot newly leased space.

“Plymouth is an ideal location in that it allows us to be more centrally located to our customers, but it also provides us with greater access to the growing talent pool in the software and security sectors, which is the foundation of our business,” said Eric Cesa, vice president and general manager, ETAS Americas. “The new facility’s footprint also provides opportunities for future growth from both a resource and capabilities standpoint. We look forward to supporting our customers in this new environment.”

The facility features a state-of-the-art, multipurpose security lab, which provides dedicated automotive electronic control unit (ECU) vulnerability testing for multiple OEMs by ETAS’ subsidiary ESCRYPT. This is especially important as vehicles rely more on connected and autonomous technologies, which can create more attack surfaces for hackers to penetrate and gain access to the vehicle’s critical systems. The lab is comprised of multiple workstations that can simultaneously fuzz test up to eight ECUs in an access-controlled, secure environment, a process that is unique to the industry.

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Three key testing applications will occur in the lab: penetration testing, which targets the ECU's ability to isolate and address potential cyberattacks; fuzz testing, which ensures that the ECU's electronic security protocols have been properly implemented; and secure ECU feature testing, which demonstrates the designed execution of critical security functions.

The new office has also been designed with a more collaborative, open work environment, which enables greater flexibility for a hybrid work model. The company will align its return-to-work strategy with Michigan OSHA guidelines as they become available. ETAS is moving its employees from Ann Arbor to Plymouth throughout the month of June.

About ETAS

ETAS provides innovative solutions for the development of embedded systems for the automotive industry and other sectors of the embedded industry. As a systems provider, ETAS supplies a multifaceted portfolio that covers the range from integrated tools and tool solutions to engineering services, consulting, training, and support. Security solutions in the area of embedded systems are offered by the ETAS subsidiary ESCRYPT. Established in 1994, ETAS GmbH is a 100-percent subsidiary of the Bosch Group, with international subsidiaries and sales offices in Europe, North and South America, and Asia. Further information online at www.etas.com.

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