



DRIVING EMBEDDED EXCELLENCE

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Press Release

ETAS to become full-service solutions provider of the software-defined vehicle

Company's strengthened position in software development addresses market demands

Stuttgart, Germany, January 4, 2022 – ETAS, a single source of holistic software and services for the development of safe and secure automotive embedded systems, is repositioning itself as a full-service provider of solutions for the software-defined vehicle.

In early December, ETAS GmbH, a wholly owned subsidiary of Robert Bosch GmbH, announced that Bosch has consolidated the development for its universal vehicle software under the umbrella of ETAS, positioning the company as a leading provider of application-independent software for vehicles and the cloud. Beginning in mid-2022, approximately 2,300 associates from various development areas of Bosch and ETAS will merge under the ETAS brand to develop and sell basic vehicle software, middleware, cloud services, and development tools.

"Speed, scale, security, and the cooperation with partners are critical enablers for the success of the software-defined vehicle," says Christoph Hartung, Chairman of the Board of Management of ETAS GmbH. "ETAS' new business model allows us to respond to those demands, consolidating the complexity of software development into a single source, bringing us one step closer to being the leading supplier of application-independent vehicle software."

Development of the software-defined vehicle is in its infancy, however, experts predict that the market for vehicle software will be worth billions in the next few years. The Bosch realignment will position ETAS as the partner of choice for making the software-defined vehicle a reality.

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ESCRYPT GmbH security expertise integrated into ETAS GmbH

ETAS also announces that holistic cybersecurity solutions from the former ETAS subsidiary ESCRYPT will now be offered directly by ETAS GmbH under the ESCRYPT brand. The ESCRYPT brand encompasses the entire security process for vertical markets worldwide – from prevention and detection to response.

“The merger of these two companies enables us to support the digital transformation of the automotive industry with a more robust set of resources and expertise that we can deploy globally,” says Hartung.

“The result is an optimized portfolio that integrates ESCRYPT’s security solutions with our well-known middleware technology, creating best-in-class solutions for our customers.”

About ETAS

Founded in 1994, ETAS GmbH is a wholly owned subsidiary of the Robert Bosch GmbH with international sales offices in Europe, North and South America, and Asia. ETAS’ portfolio includes vehicle basic software, middleware, and development tools for the realization of software-defined vehicles. Our product solutions and services enable vehicle manufacturers and suppliers to develop and operate them with increased efficiency. Holistic cybersecurity solutions in the automotive sector are offered via the ESCRYPT brand.

Further information available at www.etas.com

Press photo: ETAS_Software_defined_Vehicle

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