

THAILAND

AUTOMOTIVE SUMIT 2016

A part of:



In collaboration with:











Takatoshi Tagawa, Sales manager,

Automotive Technologies

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Co-organized by:



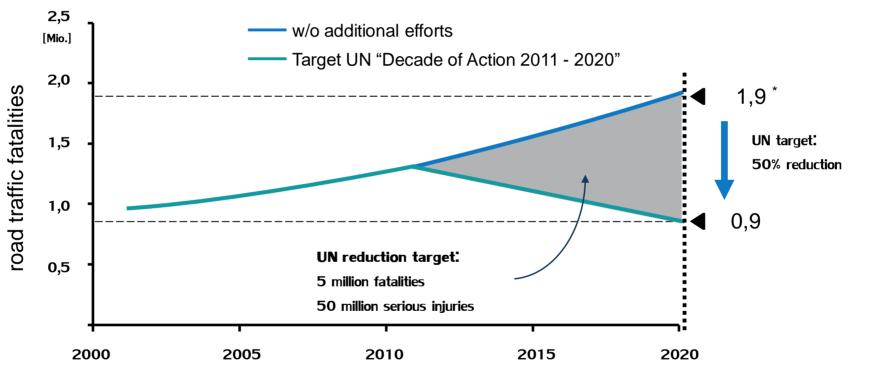


Robert Bosch





Action for world wide road traffic fatalities Worldwide road traffic fatalities are forecast to rise



* United Nations estimate





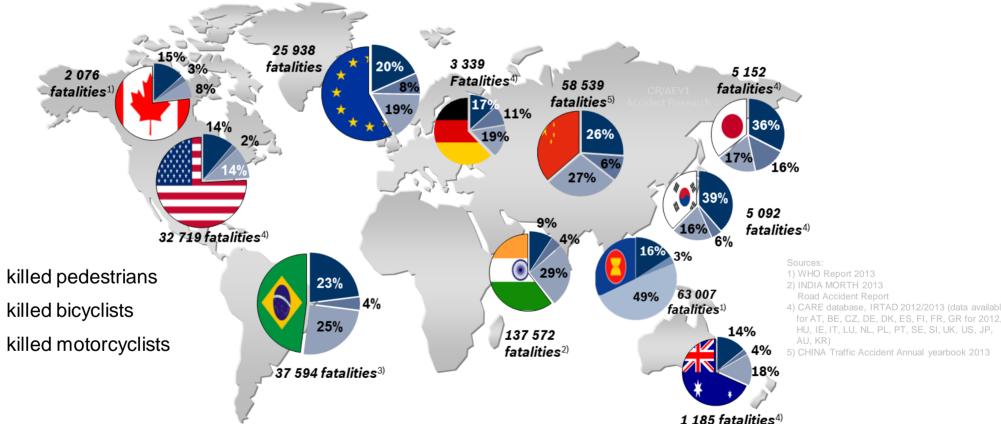




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Status of road safety worldwide Every 4th fatality used motorized two- or three-wheeler



1.24 million people die per a year, thereof 285,200 users of motorized two- or three-wheeler

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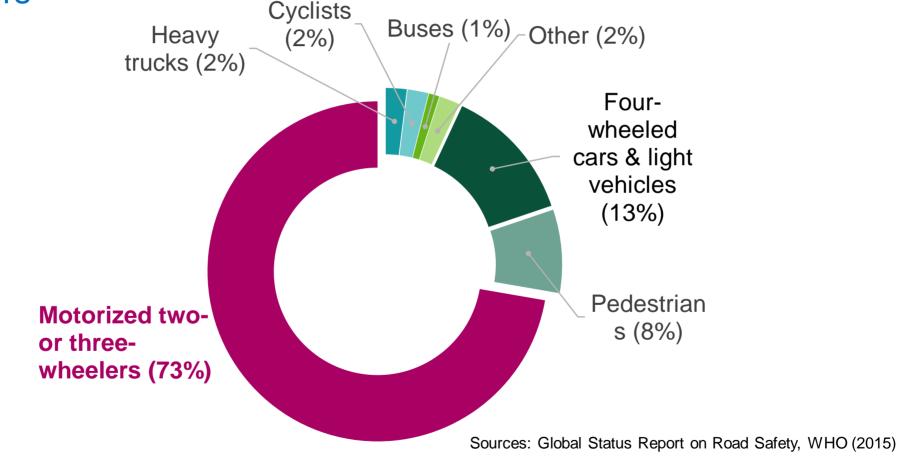
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Fatalities by road user category in Thailand Third-quarter of road traffic fatalities used two- or threewheelers









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Our goal is to make riding safer. Safe braking with motorcycle ABS.

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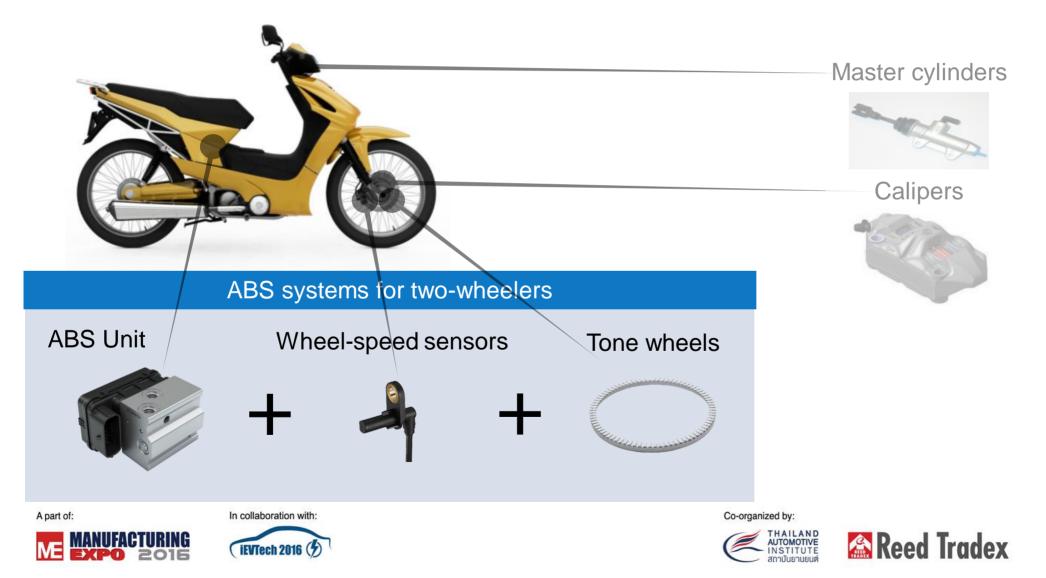








Motorcycle ABS System component



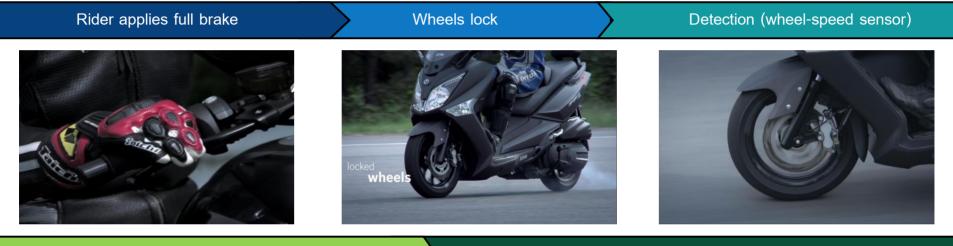
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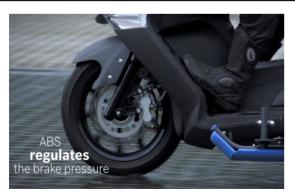
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Motorcycle ABS How does it work?

Function:



ABS reduces brake pressure



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Wheel-lock and falldown are prevented









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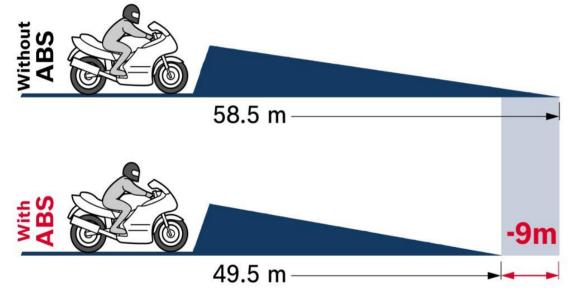








Motorcycle ABS benefits Safe braking with motorcycle ABS



Benefits

- Increased riding stability
- Shortened stopping distance

Reduced danger of fall down

Source: Austrian Road Safety Board, 2002 Average rider, starting speed 100kph



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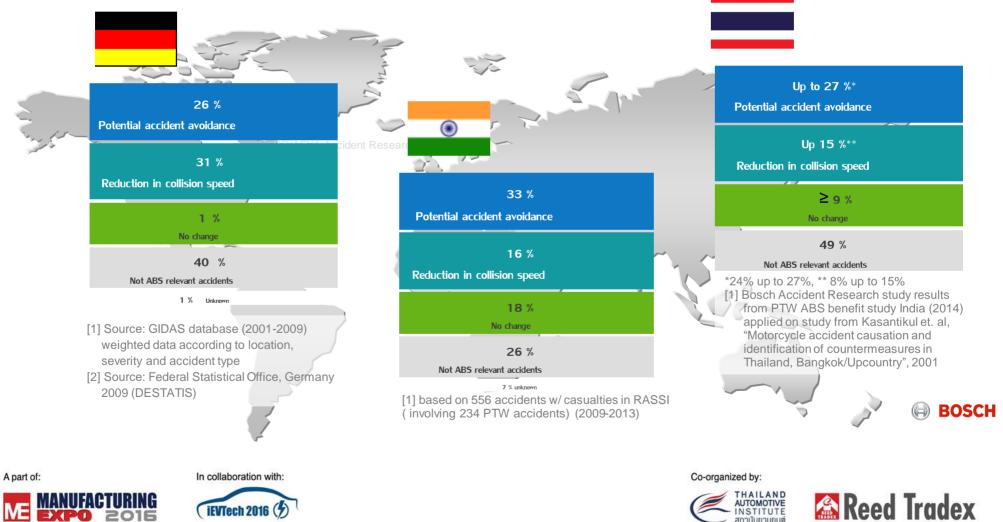


BOSCH

(H)



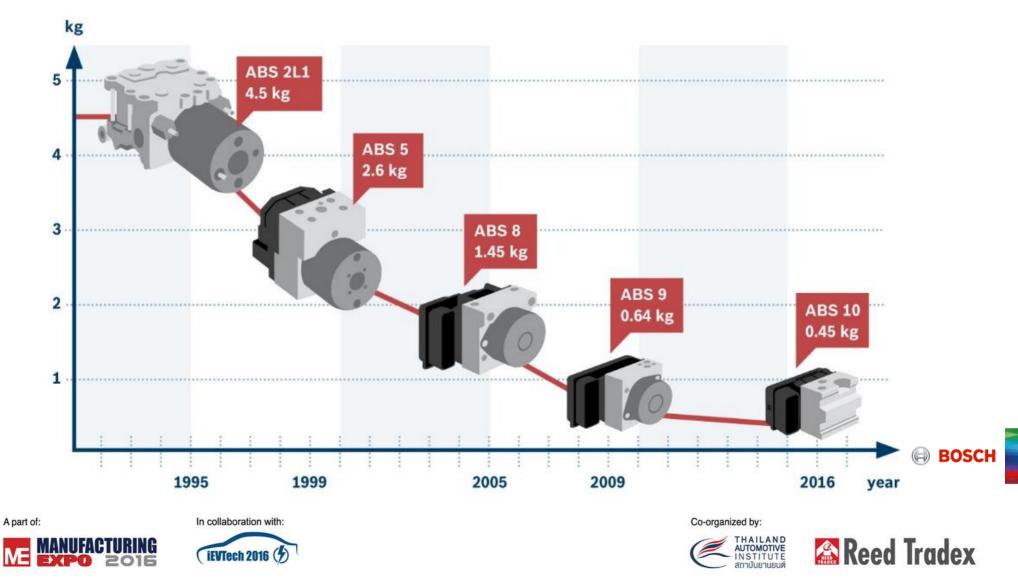
Motorcycle ABS benefits worldwide ABS can avoid more than 1/4th of motorcycle accidents







Bosch motorcycle ABS Technical evolution of motorcycle ABS







New Bosch motorcycle ABS 10 Smaller and lighter for emerging market



Up to **30 percent lighter** and up to **45 percent smaller** than current ABS 9



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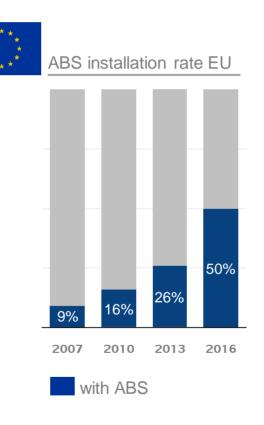


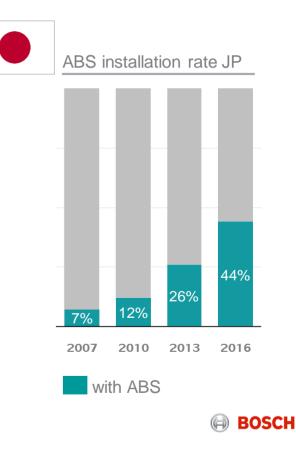




Motorcycle ABS installation rates: Increasing rapidly in the last 10 years

In the year 2020 ABS will be standard equipment on two-wheelers in many markets world-wide.





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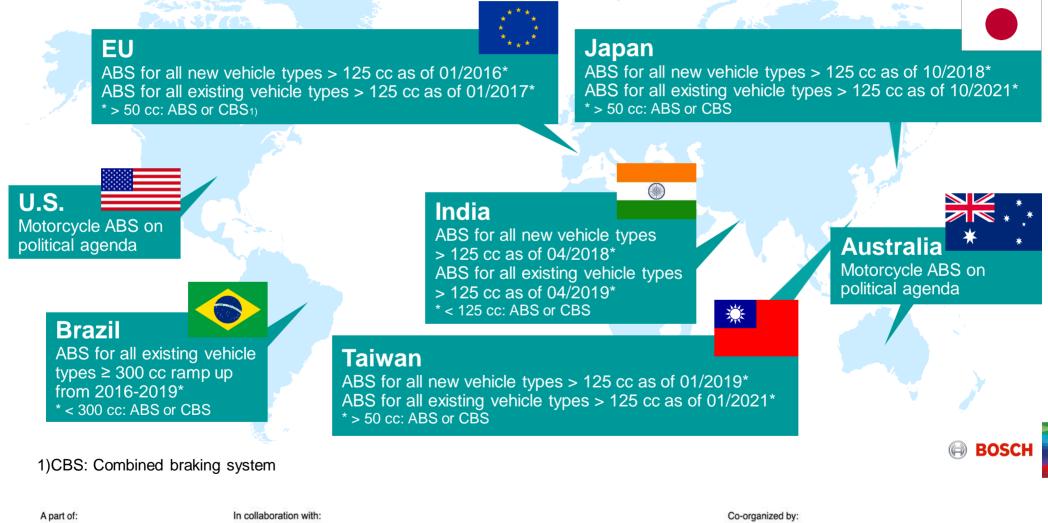




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Reed Tradex

Motorcycle ABS legislation in 2016 ABS will become standard in many markets by 2020













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For further safety, we are developing the innovative technologies to open the new era of assistance systems for twowheelers.

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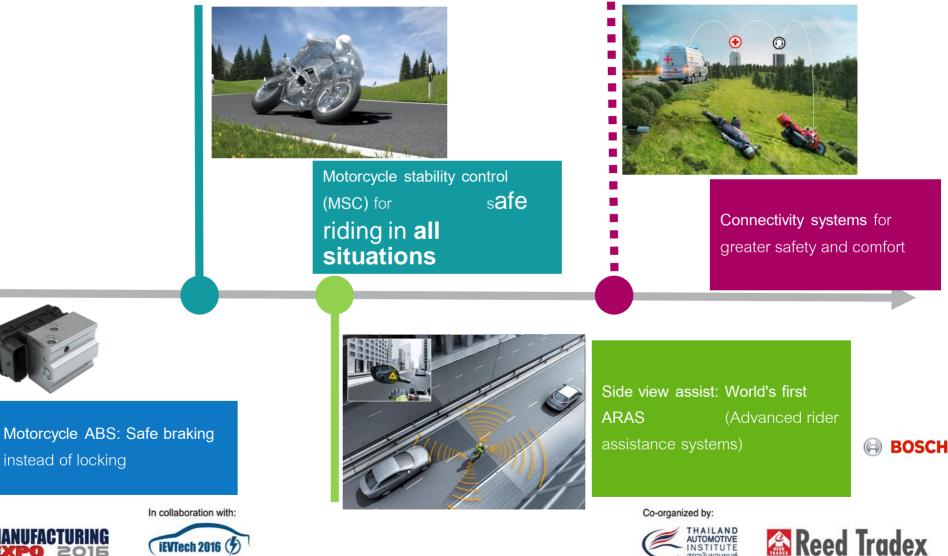




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Bosch vision for two-wheeler safety:

Technological innovations beyond ABS



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SAFE RIDING. MORE FUN.

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