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## **Combustion-engine continues to be the first choice**

- Long-term factors favor diesel
- More "fun-to-drive" with gasoline direct injection
- Hybrid vehicles score big in city traffic

The diesel has a good potential in the long-term, not only in Europe, but in North America as well. This is the conviction expressed by Bernd Bohr, Chairman Automotive Group, Robert Bosch GmbH. Bohr explained at the International Automotive Press Briefing held by the Stuttgart based supplier that all the long-term factors tend to favor the diesel: car buyers opt for a fuel-economic engine with high-power torque, that is a mix of economy and "fun-to-drive". Moreover, the diesel engine is cleaner than ever before . in future also in compliance with the emission standard US07. This in mind, Bosch, according to Bohr's words, is promoting joint development projects with American and European OEMs: "Production starts are planned from 2008".

Having for the first time in Europe achieved more than half of the new registrations for passenger cars averaged over the year, the diesel is making progress in the United States first and foremost in the segment of "sports utility and light commercial vehicles". But its potential for greater fuel economy, said Bohr, should convince in the end the American consumer. The prices for fuel have doubled in the United States in the previous three and a half years.

## **Next generations of diesel direct injection**

Bosch has promoted diesel development with such pioneer achievements as Common Rail and Unit Injector systems. Bohr now announced further generations of systems. Simultaneously, Bosch will become more than ever involved in exhaust-gas treatment. A novel particulate filter will have been matured to go into production by the year 2006 . just in time, according to Bohr, to participate in the great rush for filter equipment also outside of Germany. "Our market entrance will broaden the filter supply and make it more cost efficient."

## **First Bosch hybrid-application in a delivery vehicle**

Bosch is in parallel enhancing its involvement in hybrid drives. Bohr gave a precise market estimate in this respect as well: the hybrid's strength are clearly in the stop-and-go traffic situations of the inner cities. For this very reason, the greatest market potential should be in Japan . with 5 percent of all passenger vehicles by the year 2015. Bohr called it merely consistent that the first production development of Bosch for a "strong hybrid" would be aiming at typical delivery vehicles. Production start is planned for 2007.



Bosch is intensively working on various hybrid concepts. "The electric motor and battery are not the end", Bohr underlined, "it is much more the interaction of these new components with the engine and brake control systems. This is where Bosch has a wide in-house competence, more so than any other automotive supplier."

Moreover, Bosch is doing everything to bring the benefits of gasoline direct injection to the market. It will be even more powerful in the new concepts. The spark-ignition engine, said Bohr, is thus following in the steps of the diesel's success. The recipe is a combination of direct injection and turbo charging, which results in a torque manifestation which is similar to diesel and provides driving pleasure plus fuel economy. Bohr showed himself convinced that after a somewhat delayed start, gasoline direct injection will now take off all the speedier. At the beginning of the year 2006, Bosch will have equipped the first millionth engine with this technology.

Speaking to international automotive press representatives, the Member of the Board of Management of Robert Bosch GmbH did not restrict his statements to the various drive concepts. He also indicated new approaches to greater safety while driving. Next year, Bosch will launch ESP®premium on the market, which enables the important additional function of a brake-by-wire system without sophisticated alterations to the vehicle's electrical system. Moreover, there will be new driver assistance systems such as semi-autonomous parking assistant or video-based lane recognition.

In order to be able to grow on the basis of innovative products, the Bosch Business Sector Automotive Technology spends on research and development amounts which are, in Bohr's words, far above the average industry standard. In 2004, these reached some 2.4 billion euro or 9.4 percent of sales.

In the past year, sales in the Business Sector Automotive Technology increased by 7 percent to 25.3 billion euro. Bohr stated by way of an outlook, however, that the growth rate in 2005 would be slowing. In Asia, Bosch will in all probability reach a two-digit sales increase for this year.



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