



Scrappage Scheme – an opportunity for motorists to upgrade on safety

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Under the UK Government scrappage scheme, which started last month, cars that are ten years or older can be traded for a new model. According to Bosch, very few cars over ten years old will have been fitted with ESP® (Electronic Stability Program) and so the scheme provides an opportunity for buyers to specify a new car with this important safety technology.

ESP® was invented by Bosch in 1995 and is a vehicle active safety technology that can help drivers avoid crashes by reducing the danger of skidding arising from an emergency driving avoidance manoeuvre. ESP® is 'three in one braking' and includes ABS and traction control. According to the latest research, the installation rate for ESP® in cars sold in the UK has risen over the last five years from 20% to 56%. Smaller cars, those likely to benefit from the scrappage scheme, are, however, less likely to have ESP® fitted and so Bosch is advising buyers to specify models that either have the technology as standard or can be specified as a factory fitted option. The net result for the motorist is an inherently safer car than the one traded and scrapped under the scheme and one that will have a higher residual value in the long term.

RoadSafe director Adrian Walsh commented, "Safety should be a high priority for customers - ESP® is the most significant safety advance since the seat belt; this scheme now gives them the opportunity to reduce their risk significantly by buying a modern ESP® equipped car – they should jump at it".

Following an extensive EU regulatory safety review, the mandatory fitment of ESP® to all new car and van models launched throughout Europe will be required from 2011 and on all new cars and vans sold from November 2014. The Department for Transport ESP® effectiveness study concluded that if every vehicle were fitted with ESP®, 380 lives could be saved and 7,800 accidents avoided each year on UK roads.

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Note to editors:**About Bosch**

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 280,000 associates generated sales of 45.1 billion euros in fiscal 2008. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3.5 billion euros, or eight percent of its sales revenue, for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information can be accessed at www.bosch.com.