



## **Laureate Acceptance Speech Mr. Denner**

May 17, 2013

Secretary General of the ITU Mr. Touré,  
your Excellencies,  
ITU elected officials,  
fellow laureates,  
honorable guests,  
ladies and gentlemen,

It is the greatest pleasure and honor for me to have been chosen as a laureate of the ITU World Telecommunication and Information Society Award 2013. I share this prestigious award with more than 5000 Bosch engineers throughout the world, who work in the field of traffic safety and driver assistance, and who have accomplished amazing results in making driving safer and less stressful. They are the true champions of road safety. It is also a privilege to join the two other distinguished recipients of this prestigious award, Mr. Maurer and Mr. Todt. I extend to them my heartiest congratulations and wish them further success in their undertakings.

A lot has been achieved already. In Germany, for instance, the number of fatalities caused by traffic accidents has declined significantly: from fifteen thousand in 1980 to less than four thousand in 2012. Improved crash behavior of vehicles has certainly contributed to this reduction, the more rigid bodywork in particular.

Just as certainly, lives have been saved by active and passive safety systems. International studies demonstrate that at least 40 percent of all fatal traffic accidents are caused by skidding. Electronic stability control could prevent up to 80 percent of all skidding accidents. Bosch

developed the ESP® electronic stability program and was the first company to put it on the market in 1995. Since then, Bosch delivered more than 75 million ESP® systems. Today, every second vehicle sold worldwide is equipped with such a system.

Unfortunately however, the worldwide fatality rate is still rising year by year and every life lost is one too many. Bosch's strategic imperative is "Invented for life." All over the world – and this includes the emerging markets in particular – our focus is on systems for environmental protection, energy efficiency, and safety.

At the end of the day, ladies and gentlemen, our automotive technology engineers are not only working for Bosch and its customers. After all, the two main objectives of their development work – making cars safer and more eco-friendly – are clearly also for the good of society. Reducing the number of road deaths is urgent. We are providing technical solutions for a number of political programs, whether devised by the European Union, emerging countries, or the United Nations.

More powerful safety and driver assistance systems, especially "predictive safety systems", are the next technological steps to further improving road safety.

We already have a predictive emergency braking system in the market that reacts on preceding cars. The system is based on our 77 GHz sensors. This system works with a cascade of increasing system reaction. At first it warns the driver in case that a crash becomes imminent. If the driver reacts, it supports the driver by adjusting the brake pressure such, that braking in front of the target is secured. If the driver does not react, an automated brake reaction is issued to minimize collision impact. In a similar way we will bring an automated braking system to the market in 2014 that will protect pedestrians and other vulnerable road users. This will further help to save lives on our streets.

All these systems are highly dependent on information technology. This is one of the many areas where the International Telecommunication Union plays a crucial role for road safety. Let me provide you with a concrete example:

Predictive safety systems rely on high-resolution vehicular radar in order to detect obstacles, pedestrians, and other vehicles. The allocation of harmonized, globally available frequency ranges for automotive radar applications is essential. For obvious reasons, emergency braking systems must not be disturbed by radio frequency devices operating in the same frequency range. Imagine an emergency braking system being deactivated in a critical situation because of interference caused by for instance traffic infrastructure or intrusion detection systems. In order to avoid this, the frequency range of 76 – 81 GHz needs to be allocated for automotive safety related applications on a primary basis. This important topic is on the agenda of ITU's World Radio Conference 2015 and is one of the many areas where Bosch is active as ITU sector member.

Ladies and Gentlemen, let me now come to an end. It is indeed a privilege to be recognized by the leading United Nations agency for information and communication technologies. Once again, I would like to thank ITU and the Secretary General Mr. Touré for honoring me with this award.

Thank you very much.