

## Bosch Australia announces sponsorship agreement with Road Safety Education Limited

30 July, 2015

Bosch and Road Safety Education Limited (RSE) have announced a new partnership which will see the two organisations develop and implement strategies to achieve increased awareness of road safety programs amongst high school students.

RSE is a not-for-profit organisation which is committed to reducing trauma on our roads through the delivery of industry-leading, evidence-based road safety education programs for high school students.

The agreement, which is set to run for an initial four year period, continues a long relationship with Bosch and RSE on a mission towards increasing awareness of road safety programs and reducing the incidence of youth road traumas in Australia.

Gavin Smith, President of Bosch Australia said, "Our partnership with RSE allows us to educate students on how our driver safety technologies work and how they can save lives. In the years to come there will be many innovative products to make driving even safer. To educate our young students is the best way to ensure safety for all".

RSE's award-winning road safety education program for senior high school students, called RYDA, provides a series of practical and powerful workshops that aim to change the way young people think about road safety. To date over 400,000 young people have received the life-saving messages of the program across Australia and New Zealand.

Terry Birrs, CEO of RSE, commented, "We are thrilled to welcome Robert Bosch Australia as a partner in our mission to reduce youth road trauma. This is an exciting opportunity to bring together a leading motor vehicle safety technology organisation with pre-eminent education. Together we are making our roads a safer place for all. A major world wide organisation, Robert Bosch perfectly complements our partners, BOC and Toyota".

Bosch has developed driver safety systems for decades and has made them ready for series production worldwide. In 1978, Bosch developed ABS, the first

electronically controlled antilock braking system. In 1981, the company produced the first electronic airbag control system and in 1995 the electronic stability program (ESP) was rolled-out.

Bosch's current range of collision avoidance products is rounded off by radar, ultrasound, and video-based functions such as the predictive emergency braking system, side view assist, lane departure warning systems, and night vision systems.

For more information on RSE and their programs, please visit [www.rse.org.au](http://www.rse.org.au)

For further information on Bosch automotive technology visit [www.bosch.com.au](http://www.bosch.com.au)

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*Robert Bosch (Australia) Pty. Ltd is a regional subsidiary and part of the global Bosch Group. Bosch has had a presence in Australia since 1907, and generated annual revenues of more than 550 million Australian dollars per annum in Oceania, and employed over 1,250 people working primarily in our Melbourne and Sydney locations. Our Australian activities cover a diverse range of product groups including security systems, power tools and accessories, automotive components and aftermarket parts, drives and control technology, solar energy storage solutions, hot water and heating systems and household appliances.*

*The Bosch Group is a leading global supplier of technology and services. The company employs roughly 360,000 associates worldwide (as per April 1, 2015), and generated sales of 49 billion euros in 2014. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including its sales and service partners, Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2014, Bosch applied for some 4,600 patents worldwide. The Bosch Group's strategic objective is to create solutions for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." Additional information is available online at [www.bosch.com.au](http://www.bosch.com.au)*

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*RSE's award-winning road safety education program for senior high school students, called RYDA, lies at the heart of a suite of programs that have been developed for young people in years 9 to 12 and forms the platform for new road safety education programs for parents and corporate partners.*

For more information on Road Safety Education Limited and their programs, visit [www.rse.org.au](http://www.rse.org.au)