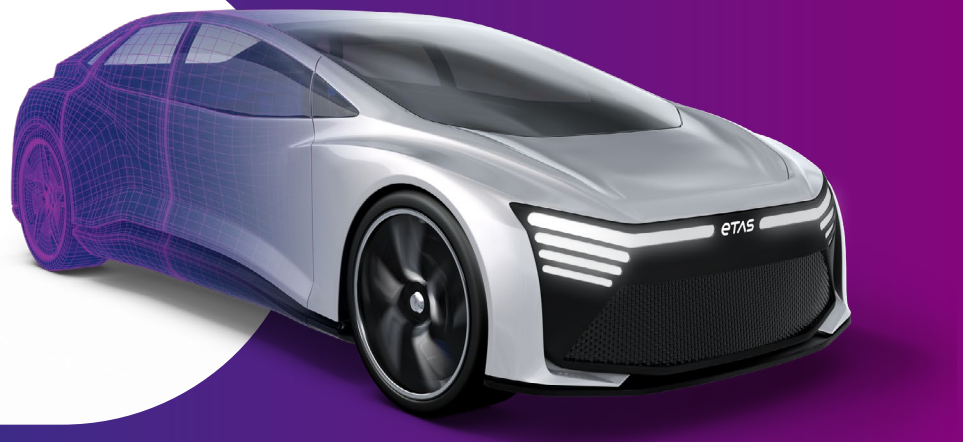
Let's shape a new era of mobility. Together.



Save the date and visit us at the **IAA Mobility Summit**

Sept 9 - Sept 12, 2025

Munich, Germany

» IAA MOBILITY 2025

Join us at the Bosch booth B3.D01. for live demonstrations, expert presentations, and interactive discussions.

Public Area exhibits

Accelerate time-to-market for innovative features with the ETAS high-performing and cost-efficient Vehicle Software Platform Suite

On the path towards the software-defined vehicle (SDV), more and more customers trust in our Vehicle Software Platform Suite, a proven-in use, robust bridge between the ECUs' hardware and the application software. The suite contains high-performance real-time environments, including basic software, middleware, and configuration tools, based on AUTOSAR Classic and Adaptive standards, as well as ADAS/AD and edge middleware solutions. It allows seamless communication among vehicle functions, easy integration of new features, Service-Oriented Vehicle Diagnostics (SOVD), and strong safeguards for functional safety and cybersecurity.

Your benefits:

- Master the increasing software complexity
- Unlock performance and scalability for all automotive domains – including powertrain, chassis body, comfort, and ADAS/automated driving
- **New!** Now featuring integrated tools and AI support, enabling development from embedded systems to autonomous driving technologies

Fast, cost-efficient vehicle function optimization with ETAS Comprehensive Measurement Solution for µP-based Vehicle Computers

Rapid and precise data measurement is a cornerstone for SDV development – from training to testing, calibration, and certification. Experience our end-to-end measurement solution for directly capturing internal data from µP-based Vehicle Computers – with high-speed access, real-time processing, multi-device synchronization, and data consistency.
Our technology supports all leading µP and middleware vendors, giving you unmatched flexibility and efficiency.

Your benefits:

- Faster development and validation with re-use of pre-recorded data
- Evaluation of the functional behavior in the vehicle setup by online parameter modification
- Reduced testing costs by acquiring all relevant data in a single test run
- Scalable across diverse E/E architectures and domains, including ADAS, infotainment, and motion
- Avoid vendor lock-in for maximum flexibility
- Integration of INCA, the leading tool suite for calibrating, diagnosing, and validating automotive electronic systems

Don't Miss Our Live Session:

Keynote: "AI-Driven Software-Defined Vehicles: Success Strategies"

with Fedra Ribeiro (Executive Vice President, ADAS & Compute, Bosch) and Mariella Minutolo (Executive Vice President Sales & Marketing, ETAS)

Wednesday, September 10th I 12:45 – 13:00 PM
International Congress Center Messe München,
Hall A2, Main Stage

Discover how AI is redefining ADAS – transforming reactive safety systems into proactive, intelligent copilots. Learn how GenAI speeds SDV development, improving cost-efficiency, safety, and user experience through advanced development tools and workflows.

Panel Discussion: "Safe, fast, innovative: Why the Future of Vehicle Software Is Open"

VW Stage I Thursday, September 11th I 13:00 – 15:00 PM
International Congress Center Messe München, Room 13b

Discuss collaborative approaches to building a scalable, safe, open SDV software stack—unified by industry, OEM, Tier, and Open Source Community visions. Get exclusive insights into publicly funded EU projects, the Eclipse S-CORE initiative, and discover how open-source and AUTOSAR Adaptive architectures are converging to define the next generation of SDV platforms. Hosted by Bosch, ETAS and VDA, with leading voices from the industry, COVESA and Eclipse/SDV.

Let's pave the way for a software-defined and secure mobility future, together.
Visit us at IAA Mobility 2025 in Munich.

Looking forward to seeing you!

Simply make a personal appointment using this **link**.

For more information, follow us on social media or visit **www.etas.com**