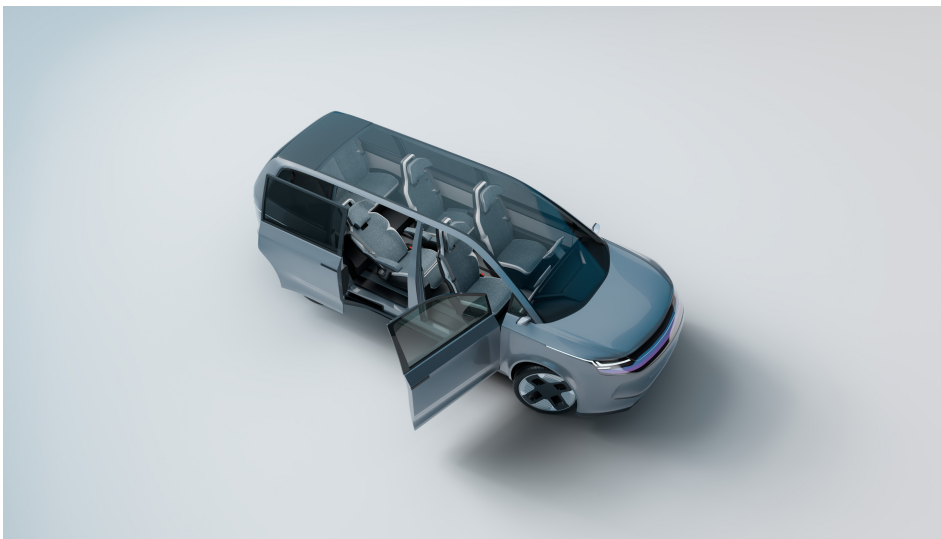


## Brose to showcase innovative solutions at 2025 Auto Shanghai, illustrating 30 years' development in China



Brose will present under the theme "Excellence Inside" at Auto Shanghai 2025.

**Shanghai (15. April 2025)** In 2025, Brose reached a significant milestone with its 30-year anniversary of entering the Chinese market. As a global leader in mechatronic systems, Brose has been deeply rooted in China since 1995, continuously advancing its localization strategy and growing in line with the Chinese automotive industry. On this occasion, Brose will participate in the 2025 Auto Shanghai with the theme "Excellence Inside" at booth 2BD011 in Hall 2.2H. The company will present innovations that seamlessly blend global technological expertise with local market needs, shaping the future of mobility.

Over the past three decades, Brose has evolved from a technology importer to a pioneer of local innovation in China. Leveraging modular design and steadily growing local development capabilities, the company has driven continuous product upgrades and technical breakthroughs. By introducing global manufacturing standards, including automated production lines, flexible manufacturing, and just-in-sequence production, Brose has established several benchmark sites recognized as "Smart Factories" and "Green Factories" in China. Brose's commitment to talent development has earned it the title of "Top Employer China" for nine consecutive years. Through social responsibility programs such as education and sustainability, the company continues to demonstrate its long-term commitment to the Chinese market.

Looking ahead, Brose will continue to prioritize its strategic focus on cost, speed, and flexibility. The company will continue to strengthen its local development competence to accelerate product development and service responsiveness. By integrating global

development resources, Brose is rapidly rolling out innovation tailored to China's diverse market needs. While maintaining quality standards, Brose is also optimizing cost management, including deepening supply chain localization to enhance support for customers in the local market. This also helps to empower the upgrade of its global supply system.

As Chinese automotive manufacturers accelerate their global expansion, Brose provides comprehensive value chain support across product, manufacturing, and supply assurance. Its internationally compliant product portfolio helps overcome technical barriers to market entry. A global manufacturing network ensures efficient delivery and cost optimization, while a mature supply chain system offers flexibility and resilience, helping Chinese auto makers to expand confidently into global markets.

Janny Xiang, President of Brose China, stated: "It's been an honor to participate in and witness three decades of remarkable growth of China's automotive industry. We look forward to connecting with our partners at Auto Shanghai and exploring new opportunities for the industry together" .

A highlight of this year's show will be the global debut of Brose's Smart Cockpit System, which was developed by the China team. This innovation combines Brose's forward-thinking approach to intelligent interior and exterior comfort systems with locally inspired design. Integrating ultra-wideband positioning and radar technology, the system embodies Brose's vision for diverse human-vehicle interaction scenarios for future mobility. In addition, Brose will unveil a range of rapid-to-implement exterior system solutions for the Chinese market. The company will also showcase complete interior systems, from seat structures to complete seats, and comprehensive drive systems addressing thermal management, steering, and braking for various vehicle types, demonstrating Brose's technological expertise and innovative strength.