

Brose at Auto Shanghai 2025: Innovations with Vision - From China for the World



Global debut of Brose's Smart Concept Car at Auto Shanghai 2025

Coburg/Shanghai (21. April 2025) Under the motto "Excellence Inside", the automotive supplier Brose is presenting forward-looking mobility solutions at this year's Auto Shanghai from April 23 to May 2. With this, the family-owned company is responding to key industry trends: accelerated electrification, increasing demand for comfort and individualization, and the growing importance of sustainable technologies. With over 30 years of market experience in China, Brose combines its global technological expertise with a clear focus on local needs.

World Premiere: Concept Car Shows Mobility of Tomorrow

A highlight of the trade fair appearance is the new concept vehicle, which Brose is presenting to the public for the first time in Shanghai. It was significantly co-developed by Chinese engineering teams and combines the company's expertise in intelligent vehicle access and adaptive interior design.

A digital key interacts with the user via light and sound effects, enabling completely contactless opening and closing of the vehicle doors. Technologies such as ultra-wideband (UWB) positioning and radar create novel possibilities for human-vehicle interaction – for example, through automatic tailgate activation or occupant detection. The system, for instance, detects the heartbeat of a pet waiting in the vehicle and informs the owner, who can regulate the temperature via smartphone if necessary.

Comfort Redefined: "Zero-Gravity" Seating System by Brose Sitech

Together with the joint venture Brose Sitech, the company is presenting innovative interior solutions – from intelligent seat structures to complete seating systems. The new "Zero-Gravity" reclining seat sets new standards in comfort and safety: A novel Y-motion

enables flexible space distribution, while haptic feedback directly in the seat takes in-car entertainment to a new level. Additional comfort features such as neck warmers, massage function, seat heating, and ambient lighting complete the feel-good experience. At the same time, state-of-the-art belt and airbag systems ensure the highest safety standards.

48-Volt Technology for Greater Efficiency

Brose is also showcasing new solutions in the field of electromobility: The 48-volt architecture has established itself as a key element in the development of modern vehicles. In Shanghai, the automotive supplier is presenting versatile system solutions for door and seat drives, thermal management, and chassis motors. These technologies help OEMs optimize electric systems, significantly enhancing the overall performance and energy efficiency of their vehicles.

Sustainability as a Guiding Principle

The responsible use of resources is a key focus in the product development process. One example is a door module made from recycled materials: lightweight, robust, and durable. By the year 2039, the company has set itself the goal of delivering climate-neutral products along the entire supply chain – a clear commitment to sustainable value creation.

30 Years of Brose in China: From Importer to Innovation Driver

With the slogan "Excellence Inside", Brose is positioning itself at Auto Shanghai not only as a mechatronics specialist but also as a strong partner with decades of experience in China. Since entering the market in 1995, the company has continuously expanded its presence and is now represented by twelve locations and around 3,800 employees. In 2024, Brose generated sales of around 1.2 billion euros in China.

With its many years of expertise, local presence, and innovative strength, Brose is a reliable partner for Chinese and international automobile manufacturers – and is actively shaping the mobility of the future.