

Media Release

July 16, 2009

AUTOSAR Names Simon Fürst as New Spokesperson

With effect from July 1, 2009, Simon Fürst is the new spokesperson of the AUTOSAR Development Partnership. The 40-year-old aerospace engineer takes over from Gerulf Kinkelin, Innovation Manager Interior, Telematics and Electronics at PSA Peugeot Citroën. The replacement takes place within the general nine-monthly change of the spokesperson.

"I am very happy to hand over to Simon Fürst and wish him all the best", said Gerulf Kinkelin. "Although during my time as AUTOSAR's Spokesperson we have seen the world financial crisis hitting the automotive industry very hard, we achieved to uphold the objectives of the partnership for the end of Phase II and to keep all the members fully committed", said Kinkelin. "The standard is now fully international and the increased efficiency of AUTOSAR in developing and integrating software on ECUs is a very good answer to the crisis."

The new AUTOSAR Spokesperson Simon Fürst has many years of experience in software development and integration. Since 2003, Simon Fürst has been in charge of that area at BMW and, amongst other responsibilities, is author of the in-house Group Standard Embedded Software and a project leader for ISO 26262. Since 2006, he has been AUTOSAR Project Leader at the BMW Group and switched from the AUTOSAR Project Leader Team to the AUTOSAR Steering Committee in 2008.

"I am proud of having been entrusted with the role of spokesperson in AUTOSAR for the period to come, which will be both exciting and challenging," said Simon Fürst. "The AUTOSAR Partnership will end its Phase II (2007-2009) with release 4.0 by the end of this year. This release will become the platform for further extensions in Phase III (2010-2012), while in parallel AUTOSAR will continue to maintain its previous releases currently being used in series-production products by the automotive community. I'm convinced that AUTOSAR is the key software technology for

the further integration of complex and interacting functionality at a new level of maturity.”

Klaus Lange, Head of Networks and Architecture at Volkswagen, takes over as the new deputy spokesperson from Dr Stefan Bunzel, Manager Software Platforms, Systems & Technology Automotive at Continental.

Relaunch of the AUTOSAR Website

Parallel to the change of the spokesperson the development partnership relaunched its web presence. Since July 2009 AUTOSAR is presenting itself with a new look on the World Wide Web.

On www.autosar.org developers, engineers, journalists and interested parties receive information, news and background knowledge about AUTOSAR. In a press section the latest press releases and a media archive is available.

Besides the development of a state-of-the-art design the focus was set on a clear structure in order to simplify the usability.

AUTOSAR (AUTomotive Open System ARchitecture) is a worldwide development partnership of car manufacturers, suppliers and other companies from the electronics, semiconductor and software industry. Since 2003 they have been working on the development and introduction of an open, standardized software architecture for the automotive industry. By simplifying the exchange and update options for software and hardware with the AUTOSAR approach, it forms the basis for reliably controlling the growing complexity of the electrical and electronic systems in motor vehicles. AUTOSAR also improves cost efficiency without compromising quality. The "core partners" of AUTOSAR are the BMW Group, Bosch, Continental, Daimler, Ford, Opel, PSA Peugeot Citroën, Toyota and Volkswagen. In addition to these companies, approximately 50 "premium members" play an important role in the success of the partnership. Companies which join the AUTOSAR development partnership can use the specifications free of charge.

Additional information is available at:

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