

# CO3: GM VCU1.1 MY29 GMB GMI700

## Approval Request & Management Summary

### APPROVAL REQUEST

- CO3 for additional vehicle GMI700
- EAR required for additional vehicles >125EUR
- No other approvals required
- LiThis project is extension of existing VCU1.1 awarded project

### MANAGEMENT SUMMARY

- This is key vehicle application for Bosch it will be first XC-CP project in LAM
- Base pricing established from existing projects, GMB orders same PN as current production
- Flat pricing offered for project lifetime
- This vehicle results in +4% additional business to VCU1.1 project.

### AWARD CHANCES



■ High Chance ■ Risk

- High Chance
- GMB choosing to adopt VCU1.1 for this vehicle, carryover PNs
- Risk that VCU cost too high for a ROW light Duty Pick up truck and GMB decides to use an off-the-shelf solution

# CO3: GM VCU1.1 MY29 GMB GMI700

## Project Summary

PROJECT OVERVIEW	
Global Customer Team	GM
PDCL (number and name)	P07613 Infotainment
Product	VCU1.1 ROW with and w/o GAS
APIC category	E (carryover existing PN)
High Risk Project	No
Planned in BP25 or compensated by other measure(s) (= no deterioration to BP25)? To be confirmed by BU.*	No, not planned.

[Link to Decision Salesforce](#)

Commercial KPI	SOP+4	Lifetime
Volume [in pcs]	306.00	489.60
Sales [in mEUR]	145.71	232.65
EBIT** [in %]	12.4%	12.1%
CN CP projects EBIT -50% UNITS*		
SOP price [EUR/pcs]	470.37	470.37
EMV share on EBIT [in %]	0%	0%
IRR [in %]	-	88.7%
NPV [in mEUR]	-	9.47
Customer specific R&D [in mEUR]	1.52	2.07
R&D/TNS ratio for customer specific R&D [in %]	1%	1%
OTP for customer specific R&D [in mEUR]	0.00	0.00
Special revenue amortized [in mEUR]	1.72	2.3
CSS coverage [in %]	113%	111%
Interest rate applied [in %]	9%	9%
EBIT impact from interest rate [in mEUR]	0.27	0.49
QS [in mEUR]	0.00	0
QS Guided Process done?		yes
QS no. of payment installments***		0
ME invest [in mEUR]	0	0
ME invest within CapEx UL aligned with ME/BU		yes

# Acquisition Release Request CO3

## Technical Concept / Architecture

- **Hardware carry over** w/o tooling investment and validation expected by GMB.
- **Local Resident Engineer and PJM in Brazil** for GMB support.
- **New Application** for Central and South America vehicles.
- **Several tasks to be performed in Brazil by Bosch:** Support to create Cal-files, Tuning: *AM/FM, Hands free, Camera image, Audio/Chime, TALC*, etc..
- **RF Homologation** of 22 countries with aftersales included.
- Include all the 3<sup>rd</sup> party licenses, fees, maintenance costs, etc.
- FM, RDS, Bluetooth, Wifi adaptations.
- Lock-Out Strategy & Driver Workload, **Chevrolet and Hyundai** logo.
- Full Display Text and Made for Ipod Certification.

# Acquisition Release Request CO3

## Overview of Sales Journey & Pricing Strategy

### Competitiveness

- Bosch is current incumbent supplier
- Off-the-Shelf solutions
- High chance

### Pricing Strategy

- Prices for this component are known by GM. Price as aligned with RoW variant awarded in NAM
- No PCR considered in pricing as PCR in NA PN will run out by 2029
- Will maintain existing pricing and walk fro VCU1.1 awarded pricing

### Sales Journey: From 1<sup>st</sup> Offer to Customer Targets



\*Customer SOP price, in case of different variants: either price for predominant variant or average price

\*\*Document lowest price level for specific customer, if no lowest price level is available input lowest known market price instead

\*\*\* GM1 w/o PAO, for CP incl. 3<sup>rd</sup> party licenses

\*\*\*\* w/o IFRS15 impact and w/o interest in case of PAO

\*\*\*\*\* Customer specific development cost/TNS SOP+4

# Acquisition Release Request CO3

## Details Business Case Calculation

Report date: 8/31/2025 P-ID: 192742		RFQ_GMB DWL AdP			
CONFIDENTIAL		System	ROW_With_GAS	ROW_Without_GAS	Total
Production located at		PgP1	PgP1	PgP1	
SOP		2029	2029		
Average Sales Price	EUR/pc	470.37	470.37		
Annual Price Down	%	0/0/0/0/0	0/0/0/0/0		
Quantity I.t.	k pcs	484.0	5.6		489.6
<b>Sales over Lifetime</b>	<b>MioEUR</b>	<b>2.4</b>	<b>227.7</b>	<b>2.6</b>	<b>232.6</b>
- thereof SE w/o R&D cust. Specific & CRQ	MioEUR	0.1			0.1
- thereof SE R&D cust. Specific & CRQ	MioEUR	2.3			2.3
MAT at SOP	EUR/pc		307.77	307.77	
MAT Ratio	%		0/0/0/0/0	0/0/0/0/0	
<b>GM2 I.t.</b>	<b>MioEUR</b>	<b>2.3</b>	<b>53.4</b>	<b>0.6</b>	<b>56.3</b>
<b>GM2 %</b>	<b>% of TNS</b>	<b>97.7%</b>	<b>23.5%</b>	<b>23.5%</b>	<b>24.2%</b>
R&D customer specific	MioEUR	2.1			2.1
R&D general	MioEUR				
Quick savings	MioEUR				
Chances & Risks	MioEUR				
<b>EBIT I.t.</b>	<b>MioEUR</b>	<b>0.1</b>	<b>27.7</b>	<b>0.3</b>	<b>28.2</b>
<b>EBIT %</b>	<b>% of TNS</b>	<b>4.6%</b>	<b>12.2%</b>	<b>12.2%</b>	<b>12.1%</b>
<b>EBIT % - SOP + 4 years</b>	<b>% of TNS</b>		<b>12.5%</b>	<b>12.5%</b>	<b>12.4%</b>
Break-even-Point / % of TNS (CM-limit = 83%)		95.4%	54.8%	54.8%	56.3%
Warranty / Years			3	3	

PPCvar SOP		6.71	6.71	
Ø MAT	EUR/pc.	307.77	307.77	
Ø PPC var	EUR/pc.	7.50	7.50	
Ø PPC fix	EUR/pc.	15.65	15.65	
Ø Logistics	EUR/pc.	4.00	4.00	
Ø Licenses total	EUR/pc.	14.24	14.24	
Sales Samples	MioEUR			
Ø SG&A var	EUR/pc.	9.27	9.27	
Ø SG&A fix	EUR/pc.	39.05	39.05	

Report date: 8/31/2025  
P-ID: 192742

CONFIDENTIAL

		RFQ_GMB DWL PgP1			
		System	ROW_With_GAS	ROW_Without_GAS	Total
Production located at		PgP1	PgP1	PgP1	
SOP		2029	2029		
Average Sales Price	EUR/pc	465.63	465.63		
Annual Price Down	%	0/0/0/0/0	0/0/0/0/0		
Quantity I.t.	k pcs	476.8	5.6		482.4
<b>Sales over Lifetime</b>	<b>MioEUR</b>	<b>2.4</b>	<b>222.0</b>	<b>2.6</b>	<b>227.0</b>
- thereof SE w/o R&D cust. Specific & CRQ	MioEUR	0.1			0.1
- thereof SE R&D cust. Specific & CRQ	MioEUR	2.3			2.3
MAT at SOP	EUR/pc		307.77	307.77	
MAT Ratio	%				
<b>GM2 I.t.</b>	<b>MioEUR</b>	<b>2.3</b>	<b>54.6</b>	<b>0.6</b>	<b>57.6</b>
<b>GM2 %</b>	<b>% of TNS</b>	<b>97.7%</b>	<b>24.6%</b>	<b>24.6%</b>	<b>25.4%</b>
R&D customer specific	MioEUR	2.1			2.1
R&D general	MioEUR				
Quick savings	MioEUR				
Chances & Risks	MioEUR				
<b>EBIT I.t.</b>	<b>MioEUR</b>	<b>0.1</b>	<b>30.3</b>	<b>0.4</b>	<b>30.8</b>
<b>EBIT %</b>	<b>% of TNS</b>	<b>4.6%</b>	<b>13.6%</b>	<b>13.6%</b>	<b>13.5%</b>
<b>EBIT % - SOP + 4 years</b>	<b>% of TNS</b>		<b>13.2%</b>	<b>13.2%</b>	<b>13.1%</b>
Break-even-Point / % of TNS (CM-limit = 83%)		95.4%	48.7%	48.7%	50.4%
Warranty / Years			3	3	

PPCvar SOP		7.13	7.13	
Ø MAT	EUR/pc.	307.77	307.77	
Ø PPC var	EUR/pc.	8.58	8.58	
Ø PPC fix	EUR/pc.	20.50	20.50	
Ø Logistics	EUR/pc.	1.13	1.13	
Ø Licenses total	EUR/pc.	14.24	14.24	
Sales Samples	MioEUR			
Ø SG&A var	EUR/pc.	9.43	9.43	
Ø SG&A fix	EUR/pc.	39.75	39.75	

GM2 23.5% is slightly higher then the last VCU1.1 NA EBIT tracking at 21.9%

# Acquisition Release Request CO3

## Details Business Case Calculation (Cont.)

Initial Capital (incl. interest)																	Rated Sum to SOP
Cost + OVC																	
		2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	
total amortization cost (w/o OVC adder)			255,118.33	314,977.09	293,965.68												864,061.10
amount paid as OTP																	0.00
																	Sum Volume
Volume						70,500	70,500	70,500	70,500								282,000
Initial Capital w/ interest <sub>0</sub>																	881,695

2025	4Year before SOP	0.00															881,695.00
2026	3Year before SOP	0.00	260,324.83														
2027	2Year before SOP	0.00	260,324.83	321,405.19													
2028	1Year before SOP	0.00	260,324.83	321,405.19	299,964.98												
2029	0SOP	0.00	260,324.83	321,405.19	299,964.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
2030	1Year after SOP					0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
2031	2Year after SOP						0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
2032	3Year after SOP							0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
2033	4Year after SOP								0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
2034	5Year after SOP									0.00	0.00	0.00	0.00	0.00	0.00	0.00	
2035	6Year after SOP										0.00	0.00	0.00	0.00	0.00	0.00	
2036	7Year after SOP											0.00	0.00	0.00	0.00	0.00	
2037	8Year after SOP												0.00	0.00	0.00	0.00	
2038	9Year after SOP													0.00	0.00	0.00	
2039	10Year after SOP														0.00	0.00	
																	881,695.00

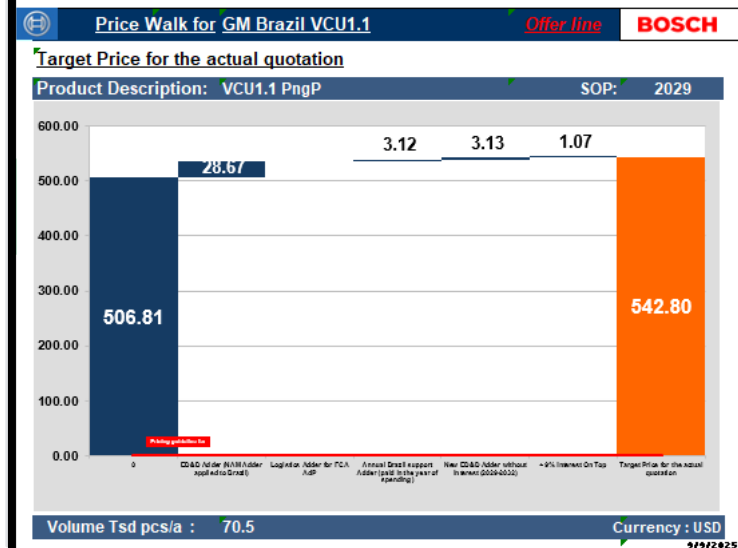
No add'l HC required for minor amount of pre-SOP ED&D; will align with XC-CP/ECC budget planning

# Acquisition Release Request CO3

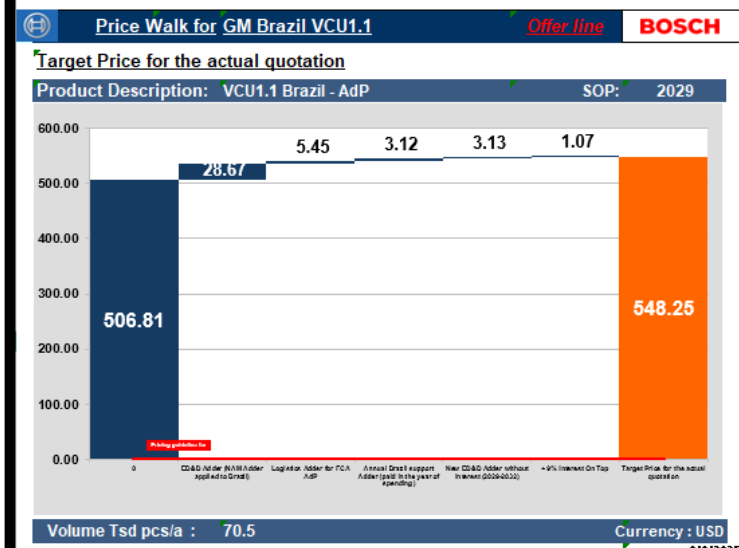
## Market Price Levels & Price Bridge

### Price Bridge

Price Walk for GM Brazil VCU1.1		Offer line	BOSCH
Product Description:	VCU1.1 PngP	SOP:	2029
Volume 3rd year after SOP, Tsd pcs/a :	70.5		
Price Reference:			
NAM RoW Variant VCU1.1 ext (with and without GAS) BASE			506.81
Price Walk:			USD
1	ED&D Adder (NAM Adder applied to Brazil)		28.67
2	Logistics Adder for FCA AdP		0.00
3	Annual Brazil support Adder (paid in the year of spending)		3.12
4	New ED&D Adder without Interest (2029-2032)		3.13
5	+ 9% Interest On Top		1.07
Target Price for the actual quotation			542.80
			USD



Price Walk for GM Brazil VCU1.1		Offer line	BOSCH
Product Description:	VCU1.1 Brazil - AdP	SOP:	2029
Volume 3rd year after SOP, Tsd pcs/a :	70.5		
Price Reference:			
NAM RoW Variant VCU1.1 ext (with and without GAS) BASE			506.81
Price Walk:			USD
1	ED&D Adder (NAM Adder applied to Brazil)		28.67
2	Logistics Adder for FCA AdP		5.45
3	Annual Brazil support Adder (paid in the year of spending)		3.12
4	New ED&D Adder without Interest (2029-2032)		3.13
5	+ 9% Interest On Top		1.07
Target Price for the actual quotation			548.25
			USD

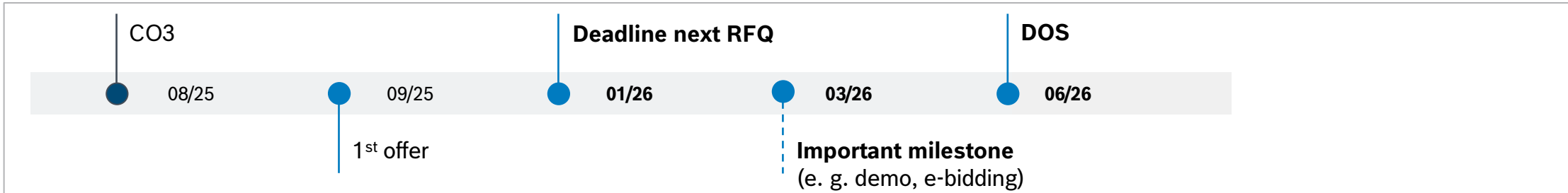


- Prices for VCU1.1 for GM Brazil are aligned with award prices for RoW variant in NAM
- ED&D costs for NAM variant are also being quoted over GM Brazil variant as this is the same PN
- GM Brazil specific ED&D to be quoted on top.
- FCA AdP adder of 5.45 USD on top as aligned also with previous logistics assumptions for US vs. PgP

# Acquisition Release Request CO3

## Acquisition Strategy & Timeline

### ACQUISITION TIMELINE



### STRATEGY – DEAL CLOSURE

- Offer will align with existing business award as this project offers first XC-CP TNS in the region



#### Success Factor

- Proven in production product
- Existing contracted product performing well
- Bosch has expertise in the region and with the product



#### Job Stopper

- Price for VCU could be too high, GM Brazil looks at off-the-shelf alternate solutions



#### Business Model Fit

- Product fits well as VCU already certified in all regions GMB wants to sell vehicles
- VCU already awarded on similar vehicle platforms globally

### Management Support Needed?

YES

It may be in future rounds critical to support SW download and re-flash in the GMB region



# Acquisition Release Request

## Competition Matrix

	Bosch		LG		Off- the-shelf (various)	
<b>Market share and global footprint</b> (big supplier with global footprint = green, midsize supplier = yellow, small supplier, local footprint = red)	- Supplies to all regions		supplies to all regions		limited regional use cases	
<b>Current Status of Customer Relationship</b> (strong customer relationship, e.g., via partnership, cooperation or inhouse supplier = green, neutral = yellow, small supplier, conflicts = red)	- in good standing with GM quality and performance		- in good standing with GM quality and performance		- not well known to GM global lead (GMNA)	
<b>Price Aggressiveness</b> (aggressive pricing, below market price level = green, on market price level = yellow, significantly higher than market price level = red)	- pricing is expensive for "low tech" vehicle		- offers a low priced solution to GM today		- product are much lower prices	
<b>Technical fit and innovation potential</b> (USP available, high innovation potential, strong technical fit to customer needed = green, neutral, market standard = yellow, no USP, below market standard, no innovation potential, strong adaptations to customer needed = red)	- VCU is accepted by GM for production		- LG's product is "low tech" only for use on base vehicles		- Limited flexibility to use GM requirements	
<b>Market ready product / solution</b> (supplier's series solution is introduced to the market, SOP achieved = green, supplier has only implemented proof of concept = yellow, no proof of concept available = red)	- in production		- in production		- not in production	
<b>Flexibility</b> (supplier is perceived as flexible/dynamic = green, neutral = yellow, supplier is perceived as slow/not flexible = red)	- Not always flexible to meet all of GM's asks		- Not always flexible to meet all of GM's asks		- will not be able to meet with such a product	

# Back up

# Project Kick-off

## CO3: GM VCU1.1 MY29 GMB GMI700

General Motors VCU1.1 Extension New Vehicle

ACM: Renato Moraes & Franchi Robert; TAM: Veena Birudhoji

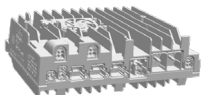
Salesforce Link (tbd); sharepoint: [GM\\_VCU\\_1.1\\_MY29\\_GMB\\_GMI700.pptm](#)

August 25, 2025



# CO3: GM VCU1.1 MY29 GMB GMI700

## Executive summary



### Key commercial data

<b>Volume SDC/LCR</b>	60k/yr 300 (235 days)	<b>RFQ Timeframe</b>	8 yrs
<b>LT Revenue</b>	259mio USD	<b>Regions</b>	RoW
<b>SOP</b>	1.2029	<b>FCA Incoterm</b>	AdP / PgP1
<b>Price CY29</b>	542.80 USD	Based on Bucket 26A	

### RFQ Scope

- RoW with and w/o GAS
- MY29 – MY36; 564k vehicles LT
- Carryover existing PNs
- ED&D for GMB
- Suit Case (Tester)
- Due Date: Sep 17<sup>th</sup>

### Technical Summary

- **Hardware carry over** w/o tooling investment and validation expected by GMB.
- **Local Resident Engineer and PJM in Brazil** for GMB support.
- **New Application** for Central and South America vehicles.
- **Several tasks to be performed in Brazil by Bosch:** Support to create Cal-files, Tuning: AM/FM, Hands free, Camera image, Audio/Chime, TALC, etc..
- **RF Homologation** of 22 countries with aftersales included.
- Include all the 3<sup>rd</sup> party licenses, fees, maintenance costs, etc.
- FM, RDS, Bluetooth, Wifi adaptations.
- Lock-Out Strategy & Driver Workload, **Chevrolet and Hyundai** logo.
- Full Display Text and Made for Ipod Certification.

### Offer Strategy

- Target EBIT above PDCL and positive impact to project EBIT
  - GMB has current pricing from GMNA
  - Price walk required
  - Carryover ongoing resiliency to GMB variant
  - ED&D Amortized
  - No QS

Note: Follow existing acquisition process (ARM, APIC, etc)

# CO3: GM VCU1.1 MY29 GMB GMI700

## Additional Topics / Info

- Quote Logistics Options: FCA PgP1 and FCA AdP
  - Brazil will be required to have re-flash capabilities
- SDC = 300 (based on 235 days) -> Annual 70500 pcs
- GMB offer includes 4 years after existing VCU1.1 business award
- Tech Presentation/Question for GMB (virtual) Aug 27<sup>th</sup>

### Local Supplier Support in Brazil for the below situations (but not limited to):

- Issues' Root cause evaluation & definition
- PTB/PPV/Man-Val/Production builds
- In-country validation tests (e.g. EQ, HF, RF Tuning, TALC, Cameras & Validation)
- AndroidAuto & Carplay check
- Calibration Development & Check
- Telematics Integration

**RoW is Central and South America:** PERU, URUGUAY, PARAGUAY, BRAZIL, CHILE, ARGENTINA, COLOMBIA, ECUADOR, CURACAO, CAYMAN ISLANDS, DOMINICAN REPUBLIC, EL SALVADOR, GUATEMALA, HAITI, HONDURAS, ST MAARTEN, BAHAMAS, COSTA RICA, ARUBA, NICARAGUA (NEW), TURKS AND CAICOS ISLANDS, PANAMA). (Included in awarded VCU1.1 already)

Program Timing	
Milestone	Date
Sourcing Start	Aug-2025
Supplier Nomination DOS	Jun-2026
Electrical Bench PPTB	31-Jul-2026
PPTB	19-Mar-2027
PTB MRD	05-Nov-2027
APPV MRD	21-Jan-2028
Matching 1 MRD	03-Jan-2028
PPV MRD	03-Apr-2028
Matching 2 MRD	03-Apr-2028
MVBns MRD	14-Jul-2028
TALC Complete	07-Aug-2028
VTC	14-Jul-2028
VDC	25-Aug-2028
MVBs MRD	22-Sep-2028
SORP	02-Jan-2029

# CO3: GM VCU1.1 MY29 GMB GMI700

## Offer Timeline

- Aug 27 RFQ Question with GMB Engineering
- Sept 3 BOM/PPC/ED&D (Propose to use 1.2025 EBIT tracking BCS + new add'l volume)
- Sept 5 BCS
- Sept 8 ARM, APIC, etc complete [Internal Documents](#)
- Sept 9 BAR Meeting (off-line)
- Sept 12 EAR Meeting (off-line)
- Sept 15 SPA/1804s/AppM
- Sept 17th Offer to GM

BoM Status	Description Content / variant	BOSCH PN Anderson	GM - EMPN	PgP1 PN (BOM in Variant matrix)	Base model PN
New	VCU 1.1 - High ROW GAS - 10 CAM CLEA I/O no TCP	7511402297	86326586	7515401984	13568010
New	VCU 1.1- High ROW no GAS 10 CAM TCP CLEA I/O	7511402298	86326587	7515401984	13568010