

# Project Kick-off

## CO3: GM VCU1.1 MY29 GMB GMI700

General Motors VCU1.1 Extension New Vehicle

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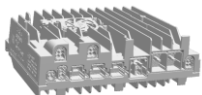
Salesforce Link (tbd)

August 25, 2025



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## 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>	540.93 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.
- SuitCase and Samples “free of charge”.
- 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)

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## Additional Topics / Info

- Quote Logistics Options: FCA PgP1 and FCA AdP
  - FCA Pgp1: 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 (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).

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

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## Offer Timeline

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- 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 9 BAR Meeting (off-line)
- Sept 12 EAR Meeting (off-line)
- Sept 15 SPA/1804s/AppendixM
- 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
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