

Press release

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Bosch goes to school

Racing robot and automated car models at the company's first high school open day of innovation

- For the first time, the Bosch Group in Hungary organized an interactive open day on innovation at a secondary school, where students were able to see for themselves the revolutionary innovations that will shape tomorrow's mobility
- Young participants were also able to get up close and personal with a vintage-looking electric racing car, special robot and mobile laboratories, and gain a first-hand insight into the fascinating world of e-biking, electric drive and automated vehicles
- The event gave students the chance to discover the most exciting technologies for more efficient and safer transport, in the shoes of Bosch development engineers
- Dr. István Szászi, Bosch: "At Bosch, we believe in young people, because our future is in their hands. Challenges can be overcome and creating a better and more sustainable world requires continuous innovation, which can only be achieved in collaboration with today's high school and university students."

A classically styled, electrified racing car, a robot and automated vehicles took over the Mátészalkai Esze Tamás Gimnázium (Tamás Esze High School of Mátészalka) thanks to the Bosch Group in Hungary. For the first time, the large corporation operating in Hungary organized a unique interactive open day for secondary school students to bring them closer to the daily life of global automotive development and the latest innovations. Participants were given an insight into the fascinating world of e-biking, electric drive, robots and automated vehicles, as well as the chance to try out the company's future-oriented developments in practice. The event gave students the chance to get into the shoes of Bosch development engineers and learn about the latest technologies that make transport more efficient and safer. Five hundred young people attended

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the presentations and workshops at the Bosch open day for secondary schools.

Challenges can be overcome through innovation: failures can bring new opportunities

The Bosch Group in Hungary has long paid special attention to the involvement of young generations and the promotion of their professional development. Part of the company's strategy is to actively contribute to the development of the Hungarian innovation culture and the training of new generations of engineers, in cooperation with the higher education and secondary school sectors. The extraordinary open day is a unique Bosch initiative aimed at secondary school students, with the aim of giving students who are open to the natural sciences the opportunity to experience international innovation in practice, gain insights into the professions of the future and help them make an informed career choice.

The event was attended by Dr. István Szászi, former student of the Mátészalkai Esze Tamás Gimnázium and head of the Bosch Group in Hungary and the Adriatic region. "At Bosch we believe in young people, because our future is in their hands. Creating a better, more livable and sustainable world requires continuous innovation, which can only be achieved in cooperation with them. I would like to encourage students to dare to dream boldly and to look at any setbacks along the way as new opportunities in their careers. With an 'against all odds' attitude, challenges can be overcome, whether it's to advance professionally or to create new innovations," he said at the event.

From eBikes to automated cars: mobility at every level at the Bosch open day for secondary schools

Bosch showcased its latest developments in mobility at its open day at the Mátészalkai Esze Tamás Gimnázium. The event was attended by the iconic eTípo electric test racing car equipped with the latest powertrain, a collaboration between Bosch, BME (Budapest University of Technology and Economics) and MouldTech Systems Kft. The students were able to get a first-hand experience of the design and unusual operation of the test bed which is shaped like a vintage Formula 1 racing car. The eTípo is used in international hill-climb events. Participants also got to explore the popular eBike drives and try out the latest electric bike models to experience the comfort and power of e-drives first-hand.

In addition, models of automated racing cars from the HUMDA Lab gave students an insight into how AI is transforming motorsports, while First Robotics Competition's racing robot gave them a glimpse into how robots can be operated, controlled and programmed.

How the vehicles of the future are taught

At the open day, Bosch experts also demonstrated how they teach the cars of the future to drive at the company's Budapest Engineering Center: the students were

able to learn about the latest measurement techniques in the presented test vehicle. And last but not least, participants were given an insight into the “secret workshop” of automotive development, with details of X-ray imaging, liquid penetration and optical microscopy being revealed in the mobile laboratory set up at the event.

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Basic information:

Bosch has been present in Hungary since 1898 with its products. After its re-establishment as a regional trading company in 1991, Bosch has grown into one of Hungary's largest foreign industrial employers with currently eight subsidiaries. In fiscal 2023 it had total net sales of 2.207 billion forints and consolidated sales to third parties on the Hungarian market of 343 billion forints. The Bosch Group in Hungary employs more than 18,300 associates (as of December 31, 2023). In addition to its manufacturing, commercial and development business, Bosch has a network of sales and service operations that covers the entire country.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 417,900 associates worldwide (as of December 31, 2024). According to preliminary figures, the company generated sales of 90.5 billion euros in 2024. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 470 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch's innovative strength is key to the company's further development. At 136 locations across the globe, Bosch employs some 86,900 associates in research and development, of which nearly 48,000 are software engineers.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG. It is entrusted with the task of safeguarding the company's long-term existence and in particular its financial independence – in line with the mission

handed down in the will of the company's founder, Robert Bosch.

Additional information is available online at www.bosch.hu, iot.boschblog.hu,
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