



Matthias Hell, CEO, Bozzio AG

We're just at the beginning of a shift in the steering community. Steer-by-wire, for a long time viewed as an interesting research topic only, is entering serial production. We.Conect spoke with Matthias Hell, CEO of Bozzio, a company offering steer-by-wire technology for years already.

Prior to the Automotive Steering Technology 2013, we spoke Matthias Hell, CEO of Bozzio about his company's role in the steering industry and the main challenges he sees for the near future.

we.CONECT: Please describe briefly the industry and market in which your company is operating?

Matthias Hell:

The core business of the Bozzio AG is the development and production of safety-related electronic applications.

The Bozzio AG has consolidated knowledge in the fields of electronics, mechanics, safety related software, safe data communication.

Bozzio AG is the producer of the drive by wire solution joysteer® (www.joysteer.ch). joysteer® is an electronic driving system for people with severe physical disabilities which are not able to handle a steering wheel. Joysteer provides a reliable and easy to operate driving solution for a wide range of disabilities.

we.CONECT: In your opinion what are the main current challenges and trends your company has to face?

Matthias Hell:

The main challenges are: Offer this high level technological product in a niche market. Investments are enormous compared to the sales volume.

Each driver is individual with very special requirements

which cannot be offered with an "of the shelf product". The lot size is "1". The main trends are: We showed to the market, that a drive-by-wire system needs an active force feedback to gain a safe driving feel. Competitors are catching up with mechanical solutions now, but not with electrical solutions. Further trends are: the need to reduce the size and to ease installation.

we.CONECT: How is your company reacting to this? Which implication does this have for your work?

Matthias Hell:

Bozzio AG is forced to further develop its product range and invest up to 30% of the TO in R&D. New product generations have to be offered to the market almost every 2 years. This investment keeps our company "on the top edge" and also gains production costs without transferring the production into the Far East.

we.CONECT: What are your plans within the field of steering wheel technology for the future? What are the next steps?

Matthias Hell:

Our clear mission is to get rid of the steering wheel and

replace it with a joystick. We are well aware, that this mission is an almost impossible challenge. Even when driving with the joystick feels better and has many advantages (e.g. safety in case of a crash); most drivers will not change their mind. The steering wheel was invented more than 100 years ago. A paradigm change could only be accepted by young and new drivers.

we.CONECT: What do you like most at your job?

Matthias Hell:

As we are acting in a niche market, we can communicate and act directly between customers, dealers, and producers. No big politics and long decision chains are to be expected. The product is a meaningful answer to a very clear customer need: Mobility.

Seeing people driving with our product and regaining their mobility is the most rewarding part of our work.

we.CONECT: Last but not least: What expectations do you have for the Automotive Steering Technology 2013? Which outcome and benefit do you expect from the ex-

change with participating companies?

Thanks a lot for this interview!

Interview Partners: Dr. Klaudia Malowitz und Matthias Hell.

Matthias Hell:

We would like to encourage the audience to develop and offer “real new stuff” into the automotive market.

We expect to get a higher visibility of our product / company in the steering industry; eventually we can offer our services / product to third parties.

Matthias Hell is CEO of the spin-off company Bozzio AG in Biel/Bienne, Switzerland. He has been leading the project “joysteer” from the university state to market introduction. Before his work for Bozzio he had been working on different leading projects in the automotive industry for key customers like BMW (Air-bag, Body). He also was involved in the pre-development for dash board applications with Piezo-motor drive and the development of a safe steering column with Thyssen Krupp Presta.

Automotive Steering Technology 2013 is a global automotive conference that discusses latest developments in the steering industry: EPS applications, market adaptations and current challenges, steering system development and new technologies such as steer-by-wire. <http://automotive-steering.we-conect.com/en>

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