

## For Immediate Release

# ETAS Opens Canadian Headquarters in Waterloo Region in June 2016

**Stuttgart, June 17, 2016** – Attracted by its unique, cutting-edge technology ecosystem and strengths in security, ETAS Embedded Systems Canada Inc. is pleased to announce the establishment of its Canadian headquarters in Waterloo Region, Canada. ETAS Embedded Systems Canada Inc. will provide safety and security solutions for embedded and automotive systems through close collaboration with ESCRYPT GmbH, an ETAS subsidiary and technology leader in embedded security.

A subsidiary of the Bosch Group, ETAS' new Canadian location joins 11 other worldwide sites. "With the opening of our Canadian headquarters we are able to further improve our development and consulting capabilities and strengthen our position as a provider of innovative solutions for embedded systems", says Friedhelm Pickhard, Chairman of the Board of Management of ETAS GmbH. "Our new location will further enable us to offer holistic and one-stop safety and security solutions, and we're very excited to join the vibrant and innovative technology industry in Waterloo Region," Pickhard adds.

Choosing Waterloo Region for their Canadian headquarters seemed natural – the area, along with fostering a culture of innovation and entrepreneurship, has over 1,100 technology companies and plays host to more than 150 distinct research centers and the world-class education facilities of the University of Waterloo, Wilfrid Laurier University, and Conestoga College.

Thomas Wollinger, Managing Director at ESCRYPT GmbH, is looking forward to welcoming the new Canadian staff. "This is an important step in continuing the global growth of our business. We chose Waterloo Region as our Canadian headquarters to leverage the innovation and creativity of the local workforce.

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ESCRYPT will collaborate with our new colleagues in the development of comprehensive cyber defense solutions for cars.”

Leading ETAS Canada is David MacFarlane as General Manager. MacFarlane joins ETAS from an accomplished career at BlackBerry where he was a founding member of the renowned BlackBerry Product Security organization and most recently the Senior Director of Cyber Security. And as a University of Waterloo Alumni, MacFarlane is strategically poised to leverage Waterloo Region’s local security talent and research capabilities. “I’m continually impressed with the results from cooperation with local research facilities like the University of Waterloo,” he says. “I’m also fascinated by the quality of students and new graduates from our local universities, and I’m excited to develop partnerships and offer rewarding placements in the area of embedded security.”

“We are excited to have ETAS Embedded Systems Canada Inc. choose Waterloo Region, and specifically Kitchener, as their new Canadian headquarters,” says Kitchener Mayor Berry Vrbanovic. “Not only are we adding an important global technology company to our downtown Innovation District, but this also aligns well with Kitchener’s efforts to support the autotech cluster in our community.”

“In deciding to choose Waterloo Region, ETAS validates our community’s reputation as a globally significant hotspot of applied research, innovation and winning talent,” remarked Tony LaMantia, CEO of the Waterloo Region Economic Development Corporation. “We consider our work with ETAS a testimony to what is possible with a collaborative investment promotion approach that includes local industry, government and academic leadership.”

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**ETAS GmbH**

ETAS provides innovative solutions for the development of embedded systems for the automotive industry and other sectors of the embedded industry. As a systems provider, ETAS supplies a multifaceted portfolio that covers the range from integrated tools and tool solutions to engineering services, consulting, training and support. Security solutions in the area of embedded systems are offered by the ETAS subsidiary, ESCRYPT. Established in 1994, ETAS GmbH is a 100-percent subsidiary of the Bosch Group, with international subsidiaries and sales offices in Europe, North and South America, and Asia.

For more information, please visit [www.etas.com](http://www.etas.com)

**ESCRYPT – Embedded Security**

ESCRYPT - Embedded Security is the leading system provider for embedded security world-wide. With locations in Germany, the UK, Sweden, the USA, Canada, China, Korea, and Japan we have security specialists available to help with current security topics such as secure M2M-communication, IT-security in the Internet of Things, protection of e-business models and automotive security. We develop highly secure, worldwide valued products and solutions which are tailored to the specific requirements of embedded systems and the relevant IT-infrastructure – tested and proven a million times in automotive series production.

ESCRYPT is a subsidiary of ETAS GmbH, a wholly owned subsidiary of the Bosch Group.

For more information, please visit [www.escrypt.com](http://www.escrypt.com)