



BOSCH

THE MARKET

The United States is the world's largest home appliance market, but until recently was dominated almost exclusively by domestic brands. In recent years, however, European powerhouses such as Bosch have succeeded in growing the demand for products that offer the advanced technology, styling, and efficiency that customers around the world have been enjoying for decades. As a result, Bosch has become one of the country's most recognized brands with its award-winning line of large and small appliances, which are known for their superior performance, environmental efficiency, stylish design, and unsurpassed reliability.

ACHIEVEMENTS

Bosch takes great pride in the design and engineering of its products, always striving to offer consumers appliances that go above and beyond the ordinary. This never-ending pursuit of perfection has resulted in numerous industry awards and accolades. In 2003, the Axxis™+ washer received *Home Magazine's* Kitchen and Bath award for a design that best matched the needs of modern

The industry leader in environmentally friendly appliances, Bosch is closely involved with environmental causes. In 2005, Bosch teamed with Earth Pledge, a nonprofit environmental group, to celebrate The Gates Project for Central Park by world-famous artists Christo and Jeanne-Claude, by contributing special-edition orange appliances to the hospitality suite and private gallery. Bosch also sponsored the Verdopolis conference on environmental sustainability and business in New York.

HISTORY

Robert Bosch GmbH, Stuttgart, was founded in 1886 by Robert Bosch, who opened his "Workshop for Precision Mechanics and Electrical Engineering" at the age of 25. In 1904, Bosch produced its first home care product — a vacuum cleaner — and has been manufacturing them ever since, longer than any other company in the world.

In 1933, Bosch began its production of major household appliances with the development and introduction of its first refrigerator. In 1952, the company introduced the "Neuzeit," which liter-

ally translates to "Modern Times." This multipurpose kitchen device was extremely popular and a predecessor to today's modern food processors.

THE PRODUCT

Bosch is focused on creating home appliances that meet the needs of today's busy families and individuals, providing home appliances that offer superior performance, unmatched quality, and remarkable ease of use.

Bosch dishwashers are considered the elite of the industry, and new features are continuously being incorporated to maintain this status. At a sound level of just 44dB, Bosch manufactures the nation's quietest dishwashers. Advanced functions such as **ONETOUCH Plus™** and **OPTIDRY™** automatically adjust washer settings based on load



lifestyles. The Bosch MMB 2000 blender won a Red Dot product design award, naming it the "best of the best" in its category. The Built-In kitchen machine MEK-7000 won the same honor in 2000, while *Worth* magazine included the Porsche Designer Series Blender as part of its "Perfect Mix" in its 2002 Style section.

Bosch's reputation for dishwashers nears legendary status — recently ranked number one for the sixth time in a row by America's leading consumer publication. In 2004, the Bagless Jet vacuum was voted Best Vacuum Cleaner of the year by ReviewCenter.com, which bases its results on actual user ratings.

The next few years saw a flurry of home innovations from Bosch. The first Bosch freezer came in 1956, sold with the slogan, "Harvest-fresh, available at any time." The first Bosch washing machines came in 1958, followed by the first dishwasher in 1964. It is a testament to the company's forward thinking that from the first day, Bosch worked on perfecting front-load washers — a major trend in America today.

In 1967, Bosch joined forces with Siemens to create joint-venture BSH Home Appliances, which

size and level of soil to achieve perfect results every time without any programming by the user. Energy and water usage are also minimized, making these dishwashers leaders in efficiency as well.

When it comes to laundry care, Bosch leads the American laundry-room revolution with its advanced front-loading designs. Their Axxis™ and Nexxt™ systems are models of efficiency, using up to 70 percent less water and almost 80 percent less electricity than conventional models, with more gentle fabric care, vastly superior cleaning results, and quieter operation.

Bosch cooking appliances are designed to give customers the power to create their favorite



meals with a minimum of effort and in the shortest possible time. Ovens feature such advanced functions as Genuine European Convection™, which cooks food up to 50 percent faster than a conventional oven with excellent results. Ranges offer professional-style cooking grates, and selected electric cooktops feature the revolutionary mTwisT™ design, a removable magnetic control knob that simplifies cleaning and increases child safety.

Caring is at the heart of the Bosch philosophy, and providing a more hygienic and enjoyable living environment is the motivation behind the company's advanced line of vacuum cleaners. Its brand-new Formula™ line of vacuums reduces noise levels dramatically, while these and other



Bosch models offer advanced HEPA filtration for a safe, healthy home environment for families.

Bosch also offers a complete line of small appliances. The award-winning Kitchen Machine is the gold standard of versatility, replacing a multitude of conventional devices in a single unit. The F. A. Porsche Design line has won numerous industrial design awards, offering state-of-the-art performance in a visually stunning package.

RECENT DEVELOPMENTS

Starting in 2005, Bosch allows coffee aficionados to enjoy café-quality coffee at home with the introduction of its fully automatic Benvenuto



coffee machine. The patented AROMASWIRL™ system completely engulfs each coffee granule with water in a pressurized chamber — which extracts the maximum flavor from each bean for the richest-tasting coffee ever experienced from a home machine. Now customers can enjoy a café-quality espresso, cappuccino, or macchiato in the comfort of their own home for a fraction of the cost.

Building upon the success of their award-winning line of dishwashers, Bosch has introduced many new features to make its products even more convenient and easy to use. Because these dishwashers run so quietly, it's often difficult to tell whether they're on or not. INFOLIGHT™ beams a small red light onto the floor to let users know that the dishwasher is still in operation. They've also designed a new CLEARTOUCH™ control panel, which makes every cycle available through a flush touch panel that is simple to operate and exceptionally easy to clean. With PARTYWASH™, users can wash six place settings in under 30 minutes, allowing consumers to clean extra settings during dinner parties without missing a beat. ONETOUCH™ starts the entire cleaning process with the simple touch of a button; the dishwasher uses a network of sensors to automatically optimize the dishwasher's settings for perfect results every time.

PROMOTION

In 2004, Bosch launched its successful "Your Life. Our Inspiration." campaign, that established a strong emotional connection with its target audience and significantly strengthened the brand's profile in the marketplace. Key contributors to increasing brand awareness among American consumers were the brand's first-ever U.S. TV campaign and a strong print advertising program, followed with a massive campaign blitz to kick off 2005 — including high-visibility billboards, wallsapes, and video projections in and around New York's Times Square.

A special marketing coup was the placement of a multitude of Bosch appliances on the year's number-one hit TV show *Desperate Housewives* — a result of the company's active product placement program in Hollywood.



Finally, Bosch's fresh approach to trade show and event marketing has caused quite a stir in the industry. Thanks to experiential exhibits, visitors are fully immersed into a highly consistent brand atmosphere, feeling rather than being told about the brand, experiencing product benefits rather than reading about them.

Bosch is now entering the next stage of its branding effort, with the launch of the "Invented for Life" campaign. This worldwide effort is a seamless continuation of Bosch's brand strategy, but includes a complete redesign of the company's corporate identity aimed at increasing consistency across all business units, including home appliances, automotive, security systems, and power tools.

BRAND VALUES

The Bosch brand today stands for the same values it did when Robert Bosch opened his workshop in 1886: optimum functionality, simple operation, and absolute reliability. The commitment to these three brand tenets are what has carried Bosch throughout its 119-year history and made it the global manufacturing powerhouse it is today. As it continues to grow and prosper in the United States and throughout the world, these core values keep Bosch focused on its mission to provide its customers with products that exhibit the engineering excellence and superior reliability that people have come to expect from this outstanding brand.

THINGS YOU DIDN'T KNOW ABOUT BOSCH

- Bosch is the world's third-largest manufacturer of home appliances.
- The Bosch Nexxt™ laundry system holds the record for water and energy efficiency.
- The Bosch Group is a privately held company, owned by the Robert Bosch Foundation.
- Bosch is one of the companies with the most patent applications worldwide.