



BOSCH

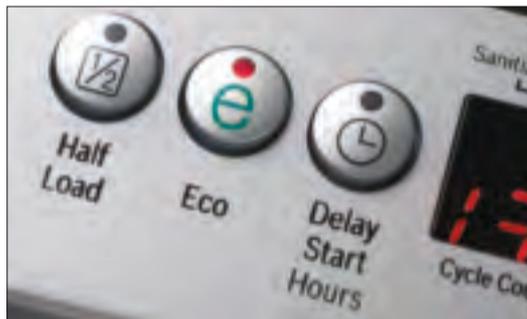
Invented for life

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 like 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 years. 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 2006, J. D. Power and Associates ranked Bosch Highest in Customer Satisfaction with Dishwashers and Highest in Customer Satisfaction with Clothes Dryers. Many of their appliances are also backed by the *Good Housekeeping* Seal of Approval, including their dishwashers, cooktops, ranges, refrigerators, washers, and dryers.



Bosch's reputation for dishwashers is near legendary — ranked No. 1 eight times in a row by America's leading consumer publication. And just recently the Evolution Dual-Fuel Ranges were also ranked No. 1 by the same publication for the third time in a row.

The industry leader in environmentally friendly appliances (all Bosch appliances are ENERGY STAR® qualified), Bosch is closely involved with environmental causes. In 2005, they 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. They also partnered with Modus Development's the

Galleries at Turney — the first new residential project in Arizona to achieve the LEED® (Leadership in Energy and Environmental Design) for Homes certification. And they were awarded the 2007 Excellence in ENERGY STAR® Promotion Award by the U.S. Environmental Protection Agency and the Department of Energy.

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, they introduced the Neuzzeit, which literally translates to "modern times." This multipurpose kitchen device was extremely popular and a predecessor to today's modern food processors.

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 today ranks as the world's third-largest manufacturer of home appliances. In 1991, Bosch began importing dishwashers into the United States, and encouraged by its success, decided to invest strongly in America: first by opening a dishwasher factory in North Carolina, then, in 2003, by contracting new state-of-the-art factories for washers, dryers, ranges, and ovens, that manufacture category-leading products developed purely for the American market and with the American consumer in mind.

THE PRODUCT

Bosch is focused on creating home appliances that meet the needs of today's busy families and individuals, providing 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 42 dB, Bosch manufactures the nation's quietest dishwasher. They're also leaders in environmental friendliness and efficiency. Energy and water usage are minimized with the ECOOPTION™ feature, which adjusts water temperature and cycle length to reduce energy consumption by up to 25 percent when paired with any cycle.

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 the 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. And the Nexxt washer's advanced ECOOPTION program optimizes heating cycles for greater efficiency, without affecting cleaning results.

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 30 percent faster than a conventional oven with excellent results. Ranges offer professional-style cooking grates, and their new induction cooktops usher in a new era of cooking technology, by using electromagnets to generate heat for faster results and improved safety and energy savings up to 30 percent.

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 reduce 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. Their award-winning Kitchen Machine is the absolute model 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

In 2007, Bosch introduced its revolutionary Integra® Refrigeration system, which uses a modular design so owners can customize the size of their refrigerator, freezer, and wine cooler units for the ultimate in kitchen personalization. Featuring a clean, built-in look, Integra lets homeowners create a unique refrigeration system to precisely fit their families needs. These units offer state-of-the-art technology, such as the **MARKETFRESH™**



food preservation system, which keeps food at the peak of freshness with separate evaporators and compressors, which also reduces flavor transfer. They also feature such innovation as the fully flush **OPTIFLEX** hinge, an **ANTISTICK** ice system which prevents ice cubes from sticking together. With the introduction of these refrigerators, consumers can now enjoy the complete Bosch experience in their kitchen.

Bosch also launched its new line of built-in ovens in 2007. These advanced ovens feature the No. 1 capacity on the market at 4.7 cubic feet. They also feature six-way adjustable telescopic racks for outstanding versatility and adaptability, a recessed heating element for superior safety, and a new **ECOCLEAN™** self-cleaning cycle that

cleans the oven in only two hours for improved energy efficiency.

Perhaps one of the most notable product introductions this year is Bosch's induction cooktop, which uses electromagnetic energy to heat food without an external heat source while giving faster results, more precise adjustments, and improved safety. These cooktops are full of advanced features to make cooking safer and more enjoyable. A **CHILDLOCK** safety system prevents the cooktop from accidentally being switched on. The **MAXXBOOST™** function allows users to heat two quarts of water to near boiling in just over three and a half minutes, while the **POTSENSE™** system automatically detects whether a pot is on the burner and only provides energy to the parts of the pot in contact with the element, for improved efficiency.

Finally, Bosch has demonstrated its commitment to environmental responsibility by launching its Green Resource Center on its main Web site. This microsite educates people on the importance of using efficient appliances by providing compelling facts on the impact such products could have on the environment as well as an energy savings calculator. Experience this site by visiting www.boschappliances.com/greenbuilding.

PROMOTION

Bosch embarked on a new national U.S. advertising effort in 2007. This integrated campaign features national television commercials as well as print ads in major U.S. newspapers. The goal of this campaign is to effectively communicate Bosch's core messages of silence, efficiency, and environmental awareness in an engaging and entertaining way, across the washing machine and dishwasher lines. The TV spots put the appliances in a natural setting, where wild animals interact with the product as if it were a part of nature, capturing the fact that they're so quiet even animals don't notice anything unusual about them. These spots air on channels such as CNN, NBC, and the Discovery Channel.

In print, Bosch uses the power of fact to educate consumers on the impact that using efficient appliances would have on the environment, such as telling them that if every washer purchased in 2007 was a Bosch Nexxt® washer, the lifetime

water savings would add up to 900 billion gallons. This strategy effectively communicates the importance of efficiency in a way that's thought provoking and easy to understand.

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 120-year history and made it the global manufacturing powerhouse it is today. It's also become a leader in efficiency and environmental responsibility to address the needs of the 21st century. These core values keep Bosch focused on its mission to provide its customers with **ENERGY STAR®** qualified products that exhibit the engineering excellence and superior reliability that people have come to expect from this outstanding brand.

Bosch received the highest numerical score with dishwashers and clothes dryers in the proprietary J.D. Power and Associates 2006 Major Home Appliance Study.™ Study based on 12, 656 total responses measuring 11 brands of dishwashers and 10 brands of clothes dryers and measures opinions of consumers during the previous 24 months. Proprietary study results are based on experiences and perceptions of consumers surveyed in July and September 2006. Your experiences may vary. Visit jdpower.com. Offer valid only in the US. ©2007 BSH Home Appliances Corporation

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.