



# 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 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

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 Bosch introduced the Neuzeit, 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

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 40 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 Nextt® 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



their dishwashers, cooktops, ranges, refrigerators, washers, and dryers.

Bosch's reputation for dishwashers is near legendary — ranked number one nine times in a row by America's leading consumer publication. And the Evolution Dual-Fuel Ranges were also ranked number one by the same publication three times 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 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

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

Nextt 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 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 family's 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 innovations 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

number-one 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 an ECOCLEAN™ self-cleaning cycle that cleans the oven in only two hours for improved energy efficiency.

Perhaps one of the most notable recent product introductions 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.

For 2009 and 2010 Bosch has received the ENERGY STAR Partner of the Year designation. ENERGY STAR posts standards for energy usage, and Bosch is committed enough to make sure to use less than the standards set — up to 147 percent less than the standards on some appliances. Bosch is the only manufacturer to enjoy ENERGY STAR qualification on all dishwashers, refrigerators, and washers, demonstrating the brand's commitment to sustainable manufacturing and efficient products.

#### PROMOTION

Bosch's goal in its integrated marketing campaigns 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.

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 a given year 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.<sup>SM</sup> 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](http://jdpower.com)

#### 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.