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Bosch: A Pioneer in Advanced Motorsports Technology

August 28, 2007

Farmington Hills, Mich. – Diesel technology is just the latest development in Bosch's long history of motorsports tradition dating back to 1903. Bosch's advanced clean diesel technology will be showcased during Labor Day weekend on the Raceway at Belle Isle in Detroit.

On Sept. 1, 2007, Bosch will serve as presenting sponsor for the Detroit Sports Car Challenge, which is round 10 of the 12-race American Le Mans Series racing schedule. Bosch's involvement in the American Le Mans Series began in 2006 through its partnership with Audi Motorsports and the Audi R10 TDI.

Supplied by Bosch, the specially adjusted high-pressure pumps and piezo-inline injectors for the diesel common rail injection system have played a key role in the on-going success for the Audi R10. The 2006 American Le Mans Series LPM1 race class champ and two-time 24 Hours of Le Mans winner utilizes other Bosch technologies, which support its success on the track. Bosch has used its racing know-how as the basis for developing the new electronic control unit for the Audi R10's 12-cylinder engine, and also to supply a telemetrics system that guarantees an uninterrupted transmission of data from the vehicle to the pit during the race.

"Bosch's support of auto racing's comeback in Detroit was a natural decision given our long history in motorsports," said Chris Qualters, director of marketing, North American Diesel System, Robert Bosch LLC. "We are committed to developing innovative technologies, such as our diesel common rail injection system, which will bring success to both racers and consumers alike."

Bosch began its racing tradition in 1903 when a Bosch spark plug-equipped race car, the Mercedes-Benz type 60 stock car, won one of the first international auto races, the Gordon Bennett Race in Ireland.

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Since then, Bosch has been a driving force in motorsports both in the United States and around the world. Bosch is actively involved in NASCAR, the Indy Racing League (IRL), Champ Car World Series and other racing events, supplying spark plugs, alternators and other technology to a variety of race cars.

Since 1991, Bosch spark plugs and/or alternators have produced nearly 350 NASCAR victories. In 2006 alone, teams running Bosch-equipped vehicles in the various NASCAR series logged 71wins. Bosch's 2007 NASCAR roster of drivers includes defending Nextel Cup champion Jimmie Johnson along with superstars Jeff Gordon, Tony Stewart, Mark Martin and Ryan Newman, among others.

In IndyCar racing, Bosch has 11 IRL championships and more wins than any other spark plug. The 2007 season also finds Bosch closing in on its 20th straight Champ Car World Series title. Bosch spark plugs have won 26 Indianapolis 500 races, including the inaugural race in 1911. Bosch's 2007 roster of open-wheel drivers includes Marco Andretti, Danica Patrick, Helio Castroneves, Sebastien Bourdais, and the 2006 Indianapolis 500 winner and IRL champ, Sam Hornish Jr.

Dr. Ulrich Dohle, president of the Diesel Systems division at Bosch, says "racing technology and series-produced systems exist in symbiosis. Our involvement in motor racing helps us to further improve on the weight and performance of our series-production injection systems. In turn, our many years of experience in series development are the bedrock for reliable racing technology."

For more than 75 years, Bosch has led the way in making diesel advantages a reality through major technology advancements. Over the last decade, Bosch has introduced technology that dramatically improves performance while making diesels clean, quiet and efficient. Bosch technology for diesel engines includes high-pressure common rail and unit injector systems, both vital to emissions reduction, and improved performance and fuel economy. The company is currently working with many automakers to advance the momentum of clean diesel technology.

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The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 260,000 associates generated sales of 43.7 billion euros, or $54.7 billion, in fiscal year 2006. The Bosch Group comprises Robert Bosch GmbH and its roughly 300 subsidiary and regional companies in over 50 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spends more than three billion euros each year for research and development, and in 2006 applied for over 3,000 patents worldwide. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering."

The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

In North America, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial automation and mobile products, power tools and accessories, security technology, thermo-technology, packaging equipment and household appliances. Bosch employs 24,750 associates in more than 80 primary and 20 associated facilities throughout the region with reported sales of $8.8 billion in 2006. For more information on the company, visit www.bosch.us.

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Press Release

January 24, 2013

Bosch Announces Clean Diesel Technology On 2014 Jeep Grand Cherokee

Technology Supplier Intends to Secure 100 Jobs at Kentwood, Mich., Facility by End of 2014

FARMINGTON HILLS, Mich. – Bosch, a leading global technology supplier, announced its clean diesel technology will be featured in the new 2014 Jeep Grand Cherokee, which debuted January 14 at the North American International Auto Show in Detroit. The vehicle's new 3.0-liter EcoDiesel V-6 is equipped with a Bosch Common Rail Diesel Fuel Injection System, which accommodates the engine's MultiJet II technology.

MultiJet II's Bosch-made injectors can manage up to eight highly precise injections per combustion event. Bosch also supplies the system's high-pressure pump, sensors and engine control unit in addition to the vehicle's emission system, which includes the diesel particulate filter and selective catalytic reduction system.

"Jeep's announcement marks an important milestone as this iconic brand will help make clean diesel more popular in the North American market," said Bernd Boisten, regional president, Diesel Systems North America, Robert Bosch LLC. "The 2014 Jeep Grand Cherokee features a Bosch emission system compliant with the most stringent emission regulations in the world. From fuel tank to tailpipe, Bosch is pleased to equip this vehicle with top technologies to give consumers a great driving experience requiring fewer stops at the pump."

The clean diesel emission system for the Jeep Grand Cherokee will be assembled at Bosch's facility in Kentwood, Mich. As a result of this project and other targeted projects, the Bosch Emission Systems operation in Kentwood intends to secure 100 high-tech jobs by the end of 2014.

This announcement points to a growing number of vehicle manufacturers that have adopted clean diesel as a leading technology providing fuel efficiency, performance and reduced emissions. According to Bosch, there will be 54 clean diesel vehicles available in the U.S. by 2017, which demonstrates the increase in popularity among consumers and manufacturers alike.

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For more information about Bosch clean diesel technology, please visit:
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About Bosch

The Bosch Group is a leading global supplier of technology and services, active in the fields of automotive technology, energy and building technology, industrial technology, and consumer goods. According to preliminary figures, more than 306,000 associates generated sales of 52.3 billion euros in 2012. The Bosch Group comprises Robert Bosch GmbH and its more than 350 subsidiaries and regional companies in some 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent some 4.5 billion euros for research and development in 2012, and applied for over 4,700 patents worldwide. The Bosch Group's products and services are designed to fascinate, and to improve the quality of life by providing solutions which are both innovative and beneficial. In this way, the company offers technology worldwide that is "Invented for life." More information is available online at www.bosch.com and www.bosch-press.com.

In the U.S., Canada and Mexico, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial drives and control technology, power tools, security and communication systems, packaging technology, thermotechnology, household appliances, solar energy, healthcare telemedicine and software solutions. Having established a regional presence in 1906, Bosch employs over 22,500 associates in more than 100 locations, with sales of $9.8 billion in fiscal year 2011. For more information, visit www.boschusa.com, www.bosch.com.mx and www.bosch.ca.

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January 13, 2009

Bosch Helps Improve Safety of 2009 Toyota Venza

Bosch Provides Electronic Stability Control Technology for Toyota's All-New Crossover

FARMINGTON HILLS, Mich. – The 2009 Toyota Venza, a mid-size compact utility vehicle (CUV) currently available in showrooms across the country, features Bosch's electronic stability control (ESC) technology as standard equipment, helping improve vehicle safety.

The Venza, which began production in November 2008, incorporates Toyota's Star Safety System™ which includes Bosch's ESC technology called enhanced vehicle stability control (VSC) with cutoff switch and traction control (TRAC), anti-lock brake system (ABS) with electronic brake-force distribution (EBD) and brake assist.

"Bosch's electronic stability control technology is important as we continue to enhance the safety and performance of today's vehicles," explained Dr. Kay Stepper, director of marketing and product planning, Chassis Systems Controls Division, Robert Bosch LLC. "We appreciate the opportunity to partner with Toyota in providing safer transportation for consumers."

Bosch's ESC technology ESP8™ with Roll Movement Intervention (RMI), is an active safety system that detects vehicle instability or loss of vehicle control. In these critical situations, ESC instantly intervenes to keep the vehicle on course. The system includes sensors that constantly monitor and compare a vehicle's actual behavior with the driver's intention. When instability is detected, ESC triggers the appropriate response, helping the driver maintain control.

Bosch RMI technology aids in further minimizing the risk of vehicle rollover, using existing ESC hardware. If necessary, it applies appropriate brake pressure at the wheels, maintaining stability of the vehicle.

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Bosch's safety technologies continue to prove successful in increasing vehicle safety. According to a federal study by the National Highway Traffic Safety Administration (NHTSA), ESC technology reduced fatal sport utility vehicle crashes and fatal car crashes by 67 percent and 35 percent respectively. In addition, ESC reduces rollover risk by as much as 80 percent.

Bosch ESC technology is helping automakers meet the NHTSA requirement that all vehicles sold in the U.S. by the 2012 model year come equipped with ESC.

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 271,000 associates generated sales of 46.3 billion euros (over $63 billion) in fiscal 2007. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in roughly 50 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3 billion euros for research and development, and applies for over 3,000 patents worldwide. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering."

In North America, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial automation and mobile products, power tools and accessories, security technology, thermo-technology, packaging equipment and household appliances. Bosch employs approximately 25,000 associates in more than 70 locations throughout the U.S., Canada and Mexico, with reported sales of $9.5 billion in fiscal 2007. For more information on the company, visit www.boschusa.com.

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Brake Systems

BOSCH

Bosch Reaches Brake Control Systems Milestone

May 8, 2007

FARMINGTON HILLS, Mich. – Bosch has produced and shipped the company's 150 millionth brake control system, a milestone for a technology that began with antilock braking system (ABS) approximately 30 years ago, followed by other Bosch system innovations such as traction control system (TCS) and electronic stability control (ESC). Currently, Bosch produces more than 65,000 brake control systems daily at six locations worldwide, and in 2007 the production network will expand with a new facility in Brazil.

"This production milestone is a clear example of our customers' growing demand for our innovative and reliable automotive products that provide increased vehicle safety and stability," said Scott Dahl, director of marketing and product planning, Robert Bosch LLC. "Bosch's ABS, TCS and ESC technologies are proven to deliver an outstanding level of safety for consumers, and we continue to develop additional features to increase future vehicle safety."

In 1978, Bosch launched the first electronically controlled ABS, followed in 1986 by TCS and ESC in 1995. Bosch, the company that pioneered ESC, first brought the technology to market on the Mercedes-Benz S-Class. Today, Bosch ESC is featured on such vehicles as the BMW X3, BMW X5, Cadillac Escalade, Chevy Silverado, Chrysler Pacifica, Dodge Durango, GMC Acadia and Toyota Camry.

ESC builds on a foundation of ABS and TCS technology to function instantaneously and independently of the driver's actions. The system maintains continuous analysis of driving conditions to determine the driver's intended course with respect to the vehicle's actual movement. If unintended action, such as "fishtailing," is detected, ESC applies precisely defined brake pressure to the appropriate wheels and, if necessary, reduces engine torque, significantly decreasing the risk of an accident.

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An Insurance Institute of Highway Safety (IIHS) study released in 2006 highlighted the significant safety benefits of ESC by determining that if installed on all vehicles, ESC could prevent nearly one-third of fatal crashes each year, up to 10,000; reduce rollover risk by as much as 80 percent; and reduce insurance losses under collision coverage by approximately 15 percent.

Additionally, Bosch is the leader in the ongoing development of ESC by expanding the innovations to include features such as roll mitigation function (RMF), used to aid in the prevention of vehicle rollover in high center of gravity vehicles, and trailer sway mitigation (TSM), used to prevent unstable oscillations and trailer sway. Bosch also offers other value-added ESC functions, including hill descent control, hill hold control, soft stop, traffic jam assist and controlled deceleration driver assistance systems.

The Bosch Group is a leading global manufacturer of automotive and industrial technology, consumer goods, and building technology. In fiscal 2006, approximately 260,000 associates generated sales of 43.7 billion euros, or $54.9 billion. Set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering," the Bosch Group today comprises a manufacturing, sales, and after-sales service network of approximately 280 subsidiaries and more than 12,000 service centers in over 140 countries.

In North America, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial automation and mobile products, power tools and accessories, security technology, thermo-technology, packaging equipment and household appliances. Bosch employs 24,750 associates in more than 80 primary and 20 associated facilities throughout the region with reported sales of $8.8 billion in 2006. For more information on the company, visit www.bosch.us.

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