

FOR IMMEDIATE RELEASE

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Bosch home appliances celebrates 125 years of The Bosch Group

Bosch home appliances proudly celebrates the 125th anniversary of its parent company, The Bosch Group. Established by Robert Bosch in 1886, The Bosch Group includes more than 300 subsidiaries and regional companies in over 60 countries, and has a workforce of 280,000 associates worldwide. In the U.S., Bosch home appliances is headquartered in Huntington Beach, CA. The company also operates an appliance park in New Bern, N.C. comprised of state-of-the-art factories for washers, dryers, dishwashers, ranges, ovens and cooktops.

Robert Bosch founded his company with a strong commitment to customers, famously saying “we’d rather lose money than the trust of our customers.” Bosch continues this commitment by delivering innovations “Invented for Life.” For Bosch home appliances, “Invented for Life” means ensuring precision German engineering, modern design and efficient performance in its appliances. Bosch appliances include:

- **800 Plus Dishwasher** – The 800 Plus dishwasher is the most water- and energy-efficient in the U.S., using as low as 1.57 gallons of water per cycle, 70 percent less than the average dishwasher, and operating on only 180 kWh/y of energy.
- **Induction Cooktops** – Bosch induction cooktops are built using proprietary technology. This allows Bosch to bring revolutionary technologies to market such as AutoChef sensor cooking.
- **VitaFresh™ Technology** – Available in Bosch French door refrigerators, VitaFresh technology automatically maintains the perfect balance of temperature, humidity and air circulation so produce stays fresher, longer, than when stored in a conventional refrigerator.

Sustainability plays an important role at Bosch home appliances and has been part of Bosch’s DNA since its founding. Sustainability at Bosch appliances has evolved to acting in a responsible manner across the board – from manufacturing, to efficiency during product life and ensuring product recyclability when its life cycle is over.

For more information about Bosch appliances, visit www.bosch-home.com/us or like Bosch at www.facebook.com/BoschAppliances.

About Bosch home appliances

Bosch home appliances is part of BSH Bosch and Siemens Home Appliance Group, the third largest appliance manufacturer in the world. Known worldwide for raising standards in appliance efficiency and quietness, Bosch is the only US appliance manufacturer with entire product lines of ENERGY STAR®

qualified dishwashers, washers and refrigeration. Bosch has earned the **ENERGY STAR** Partner of the Year Award for Appliances two years in a row. VitaFresh™ is a trademark of BSH Home Appliances Corporation; all rights reserved.

About The Bosch Group

The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, some 283,500 associates generated sales of 47.3 billion euros in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal 2010. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 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 four billion euros for research and development in 2010, and applied for over 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

Bosch is celebrating its 125th anniversary in 2011. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as a "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.

Additional information can be accessed at www.bosch.com, www.bosch-press.com, and www.125bosch.com.

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