

Bosch Power Tools Financial Results 2008 Power Tools Malaysia is confident of continuous growth in 2009

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- ▶ Bosch Power Tools strengthens its position as innovation leader
- ▶ 50 innovative products to be introduced to the Malaysian market in 2009
- ▶ Marketing activities help to weather the economic downturn

May 28, Petaling Jaya – Even in the difficult year of 2008, Bosch Power Tools succeeded in expanding its business with power tools and accessories for do-it-yourselfers and professionals, as well as for gardening enthusiasts. Following currency adjustment, sales rose by 3.3 percent to 3.15 billion euros (0.1% nominal). This means that, as in previous years, Bosch once again outperformed the world market for power tools which, following currency adjustment shrank by two percent in 2008.

“Drivers of this business success continue to be our great innovative strength and high pace of innovation. In 2008, we achieved approximately 35 percent of the worldwide total sales with products which are less than two years old. Within a twelve-month period, we successfully launched more than 100 new products and upgrades onto the market,” said Klaus Thunig, Vice President Sales Bosch Power Tools Asia Pacific.

Continued Growth for Bosch Power Tools in Malaysia

Despite slower growth in comparison to previous years – that has largely been attributed to the economic uncertainty prevalent in the second half of 2008 – Bosch Power Tools in Malaysia managed to achieve another year of double digit growth.

“With our strong position in the market, with the continued support of our customers and our focus on innovations we are optimistic about achieving a double digit growth in 2009 in Malaysia,” shared Chu Chee Bee, Bosch Power Tools Regional Sales Director, ASEAN.

Focus on Innovation



Having celebrated its 80th anniversary last year, Bosch Power Tools will maintain its leader-status in the power tools market by following its guiding principles of quality, innovation and customer orientation.

As a result of continued innovation efforts, Bosch Power Tools will introduce almost 50 new innovative power tools models to the Malaysian market in 2009.

Bosch will further strengthen its technology leadership in cordless power tools by launching over ten new cordless products incorporating "Premium" lithium-ion technology with advantages of a rechargeable battery system that not only saves energy but also offers up to 400 percent longer life.

“What professionals expect when they purchase a new power tool is high power and performance, long lifetime, high level of user safety and compact design,” stated Chu. “All these elements will be incorporated in the “Best in class” models launched throughout 2009 covering all core segments as stone, metal, woodworking and benchtop categories,” said Chu.

Investments in marketing to weather the economic slowdown

In anticipation of the slowdown of economy, Bosch Power Tools in Malaysia has invested a substantial amount of budget in a broad range of brand building and promotional activities such as TV and radio commercials, billboards, print advertisement since Q4 last year.

“In line with our new and innovative product launches, we will embark on an extensive brand building and demand generating campaign” said Chu.

After focusing on Lithium Ion battery technology in Q4, the new “Best in Class” campaign will highlight the premium functionality of power tools within the core segments. To help its customers to weather the economic downturn, Bosch Power Tools will offer many attractive “Best in Class” promotional sales packages with additional value to its customers and users.

Customer Orientation

Bosch Power Tools Malaysia will continue to support and work closely with its trade partners in order to serve its customers better. Sales and marketing teams and after sales service support are readily available to offer their services when called on. Ultimately, Bosch Power Tools sees training and knowledge transfer as key enablers in the power tools trade and has spared no expenses in developing a fully equipped in house training facility including practical training area and offering mobile services that plies trade locations for on-site demonstrations.

“The current economic downturn can serve as an opportunity for the future: By taking advantage of the Malaysian government’s stimulus plans and Bosch PT services, power tool users can up-skill their workforce to be well prepared for the future development,” believes Chu.

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About Bosch Group

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 280,000 associates generated sales of 45.1 billion euros in fiscal 2008. 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. Each year, Bosch spends more than 3.5 billion euros, or eight percent of its sales revenue, for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

About Bosch Malaysia

Bosch has been present in Malaysia since 1923. It is currently represented in the country by Robert Bosch Sdn Bhd, and Bosch Rexroth Sdn Bhd, with offices located in Selangor, Perak and Penang. Robert Bosch Sdn Bhd is responsible for the sales and distribution of Bosch automotive original equipment, automotive aftermarket products, power tools and security systems in Malaysia. Bosch also has three manufacturing arms in Penang providing car audio products, power tools and steering gear components, which is 50 percent owned by Bosch. The two joint ventures Bosch has in Malaysia are with BSH Home Appliances Sdn Bhd and FMP Automotive (Malaysia) Sdn Bhd.

Additional information can be accessed at www.bosch.com.my