



## Bosch celebrates 125 years of making life easier

*From technology pioneer to successful global player*

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- ▶ Company founded by technology pioneer, Robert Bosch, 125 years ago
- ▶ Products of consistently high quality, performance and safety enable Bosch to maintain its leading market position
- ▶ Innovative strength, a global presence and diversification brings the company international success

**17 March 2011, Petaling Jaya**– 2011 marks a special year for Bosch as the company celebrates its 125<sup>th</sup> anniversary and 150<sup>th</sup> anniversary of its founder's birth. Founded in 1886 by technology pioneer Robert Bosch, the Bosch name has been synonymous with innovative technology and groundbreaking developments that have revolutionised the industrial world.

Prominent examples include the magneto ignition device, Bosch spark plug, Bosch automotive lighting system, diesel injection pump, ABS (antilock braking system), electric hammer drill, cordless screwdriver with lithium-ion battery, Bosch refrigerator and the world's first swivel-arm industrial robot. At each stage, the products Bosch launched were ahead of their time in terms of performance, ease of use, safety and environmental compatibility.

Today, Bosch continues to pursue the customer-oriented business philosophy expressed by its corporate slogan, '*Invented for life*'. It develops innovative products and practical solutions designed to improve the quality of life.

Bosch has a worldwide presence through more than 300 subsidiaries and regional companies in over 60 countries, and has a workforce of more than 280,000 people. With 3,800 patent applications filed each year and more than \$3.5 billion euros invested annually in research and development, Bosch aims to maintain its focus on innovating for the future, laying the foundation for sustainable growth.

### **Bosch in Malaysia**

Bosch has been present in Malaysia since 1923. In 88 years, it has grown to become the sales and distribution hub of automotive original equipment,

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automotive aftermarket products, power tools and security systems not only in the country, but also regionally.

With the increased demand for vehicles, especially in Asia Pacific, automotive technology continues to make the greatest contribution to Bosch's growth. Bosch has three manufacturing arms in Penang providing car audio products such as car radios, rear seat entertainment systems, navigation systems, power tools and steering gear components, as well as electronic components and actuator motors for Original Equipment Manufacturers (OEMs). By 2013, 70% of these plants' production will primarily be car infotainment systems and multimedia devices, bound for the world market.

"125 years is a significant milestone for Bosch. While remaining true to our commitment in local markets, Bosch has also maintained its market leadership at the technological forefront by staying relevant to global trends. This is testament to the entrepreneurial strength and long-term sustainability of the company," said Mr Martin Hayes, President and Managing Director of Robert Bosch (South East Asia) Pte Ltd, who is also Managing Director of Robert Bosch Sdn Bhd.

To celebrate Bosch's 125<sup>th</sup> anniversary, Bosch has launched the Bosch Globe (<http://www.125.bosch.com>) - a site where everyone can send Bosch a spark as well wishes for its anniversary. Users can also travel through time and make a wish for the future by selecting a future year on the Bosch Globe.

### **Bosch in the Community**

In line with Bosch's business philosophy in demonstrating environmental responsibility in its business operations, Bosch is the first to have a 101 kilowatt-peak Photovoltaic (PV) installation on the rooftop of its manufacturing facilities in Penang, generating a total of 130 megawatt-hours of renewable energy every year. Bosch has moved towards attaining green building status for its main administration building in Penang, with the aim of contributing to a smaller carbon footprint of Bosch in Malaysia.

Bosch is also committed to enhancing the lives of Malaysians and is constantly involved in programmes such as safety and education campaigns, home re-building, training collaborations, as well as cash contributions to the underprivileged sections of the society.

In March 2010, Bosch's Power Tools Division was awarded the *Brand Laureate Awards 2009 - 2010 for Best Brand in Manufacturing – Power Tools, Malaysia*.

The award was given in recognition of the Power Tools Division's accomplishments and the company's commitment to providing first-class technology, high value services and impressive quality since its operations began in Malaysia.

### **Well-positioned for the future**

Bosch is a world-leading supplier of automotive technology. Its innovative leadership led it to conceive vehicle safety systems such as the ABS (antilock braking system) in 1978 and the ESP<sup>®</sup> (electronic stability program) in 1995. Since their invention, these two technologies have helped to significantly improve road safety and reduce the number of road deaths.

Today, Bosch is also the global market leader in hand-held electric power tools and power tool accessories, as well as a recognised specialist in drive and control technologies ranging from hydraulic systems, ferris wheels, motion simulation rides and roller coaster launch systems to large-scale gearboxes for wind turbines.

Bosch's Solar Energy division develops and manufactures solar cells and modules for photovoltaic installations. In packaging technology, Bosch specialises in machinery and lines for confectionery, foodstuff and pharmaceuticals industries. Many products consumed by millions of people every day, including coffee, tea, gummy bears, chocolates and painkillers are packaged by Bosch machines.

System solutions provided by Bosch Thermotechnology form an important part of the equipment of eco-friendly "energy-plus" homes, which are setting construction standards for the future by producing more energy than they consume.

Bosch is also one of the world's leading suppliers of electronic security and communications systems. The company supplies digital conference equipment to the G20 summit meeting in London and the UN climate change conference in Copenhagen. In Malaysia, Bosch's public address system was installed in the National Mosque, providing an integrated solution for amplification and speech intelligibility.

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**About Bosch Malaysia**

*Bosch has been present in Malaysia since 1923, currently represented in the country by Robert Bosch Sdn Bhd, with offices located in Selangor, Perak and Penang. Presently, Bosch is active in Automotive Aftermarket, Power Tools, Security Systems, Drive and Control, and Packaging Technology in Malaysia. Bosch has two manufacturing arms in Penang providing car multimedia systems and power tools. Bosch also operates joint ventures in Malaysia, namely BSH Home Appliances Sdn Bhd, FMP Automotive (Malaysia) Sdn Bhd and ZF Steering (Malaysia) Sdn Bhd. Additional information can be accessed at [www.bosch.com.my](http://www.bosch.com.my).*

**About the 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 275,000 associates generated sales of \$38.2 billion euros in fiscal 2009. For fiscal 2010, Bosch forecasts sales of roughly \$46 billion euros and a headcount of a good 280,000 by the end of the year. 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 growth. Each year, Bosch spends more than \$3.5 billion euros for research and development, and applies for some 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. Additional information can be accessed at [www.bosch.com](http://www.bosch.com).*