

Universiti Tunku Abdul Rahman's Raging Bull wins the Malaysian leg of the inaugural Bosch Power Tools Asia Cordless Race 2011

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- ▶ Champions clock in 1:04:31 minutes to come out tops against 11 other teams at Malaysia's next-generation race powered by Bosch's Lithium-ion cordless technology

Kuala Lumpur, Malaysia, 30 July 2011 – Raging Bull from Universiti Tunku Abdul Rahman and Quad Drive from UCSI University emerged as champion and first runner-up at the Malaysian leg of the inaugural Bosch Power Tools Asia Cordless Race 2011, beating 10 other teams and earning the right to represent Malaysia at the Grand Finals in Beijing, China.

Held at the Open Carpark Space on Jalan Binjai near the Kuala Lumpur Convention Centre, the inaugural Malaysian edition of the Bosch Power Tools Asia Cordless Race 2011 saw a day filled with drama and excitement. The 12 finalist teams, shortlisted from 53 entries comprising engineering undergraduates from local universities, pitted their design and racing skills against each other to decide which team would go up against champions from the Philippines, Thailand, South Korea and China.

“It has been a true honour to have been a part of this competition, giving us a great opportunity to challenge our engineering skills to build our own race kart from scratch. Winning the race is truly exhilarating and we cannot wait to represent Malaysia at the Grand Finals in China,” said Lee Chong Siang, who drove Raging Bull to victory.

As winners of the inaugural Malaysian League of the Bosch Power Tools Asia Cordless Race 2011, Raging Bull walked away with RM3,000 in cash

and RM2,000 worth of Bosch Power Tools Products. Meanwhile Quad Drive, which came in second received a total of RM2,000 in cash and RM1,000 worth of Bosch Power Tools Products, while Bunja Racing Team from The Otomotif College who came in third received a total of RM1,500 in cash and RM1,000 worth of Bosch Power Tools Products.

On the other hand, Teams N-Gage from Universiti Putra Malaysia, Chuck Norris Racing from The University of Nottingham Malaysia Campus, Shooting Star from Universiti Teknologi Petronas, The Fast 5 from Universiti Tunku Abdul Rahman, T-Drive from UCSI University, Cyclones from INTI College Subang, UTHM FKMP 1 from Universiti Tun Hussein Onn Malaysia, MERT from Universiti Tunku Abdul Rahman and Silence Killer from University College of Technology & Innovation were also awarded consolation prizes amounting to RM1,200 in cash and RM800 worth of Bosch Power Tool Products. Both Raging Bull and Quad Drive earned the right to compete at the Grand Finals in Beijing, China from 21 - 23 September 2011, where further cash and tool prizes as well as a trip to the Bosch Power Tools Headquarters in Leinfelden, Germany are up for grabs.

“Bosch has always sought to encourage and support creativity in design and engineering in the countries which we are present in,” said Mr Chu Chee Bee, Regional Sales Director, Power Tools (ASEAN South), Robert Bosch Sdn. Bhd. He added, “We are heartened by the tremendous talent and quality demonstrated by the Malaysian participants, and we have high hopes that they will achieve even greater success at the Grand Finals in China.”

Gracing the event was Dr Guenther Gruber, German Ambassador to Malaysia who flagged off the race. “Germany has had a long history of innovation and it is our sincere wish to spread that spirit of innovation throughout the world. Bosch has shown remarkable initiative and commitment to the community here in Malaysia, and we hope that their efforts will be emulated by other organizations and businesses,” said. Dr Gruber.

The 12 teams participating in the Malaysian leg of the Bosch Power Tools Asia Cordless Race 2011 were selected out of a total of 53 blueprint entries from 21 private and public universities from across the country. Due to the tremendous response, the initial allocation for eight finalists was increased to 12 teams.

“Choosing the finalist teams was a daunting task, as the panel of judges were faced with a diverse range of entries which showed tremendous ingenuity. It has been truly rewarding to have been able to witness such an incredibly exciting race day,” said Mr Chu.

Following the huge success of last year’s Bosch Power Tools Asia Cordless Race in Shanghai, China, the 2011 competition has now been extended to the Asian region.

The success of Bosch in the China market is built on an over 100-year track record, while Bosch Power Tools has an 83-year history. Bosch has been operating in Malaysia since 1923.

The Power Tools division of Bosch is at the forefront of innovation and technical excellence. In 2010, the division introduced over 100 products to the market, with emphasis on cordless and other innovative technologies, as well as user-friendly features including anti-vibration control.

Mr. Chu added, “Our long history says it all. We have proven over a century that users and business partners can rely on Bosch products, our promises and on our services. This is the reason why our customers can look with confidence into a promising future with Bosch.”

For more information on the Bosch Power Tools Asia Cordless Race 2011, please visit www.bosch-pt-cordless-race.com.



Racers of the 12 finalist teams all set for the BIG race!



Quad Drive from UCSI University wins First Runner-Up at the Malaysian Leg

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About Bosch Malaysia

Bosch has been present in Malaysia since 1923, represented by Robert Bosch Sdn Bhd, with offices located in Selangor, Perak and Penang. In Malaysia Bosch is active in the areas of Automotive Aftermarket, Power Tools, Security Systems, Drive and Control, Packaging Technology, Solar Energy and Thermotechnology. The company has two manufacturing arms in Penang providing car multimedia systems and power tools. Bosch also operates joint ventures in Malaysia including BSH Home Appliances Sdn Bhd, FMP Automotive (Malaysia) Sdn Bhd and ZF Steering (Malaysia) Sdn Bhd. In 2010, Malaysia contributed sales of RM 555 million (130 million euros) and employed almost 2,300 associates. Additional information can be accessed at www.bosch.com.my.

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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 283,500 associates generated sales of 47.3 billion euros 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 are the foundation for further growth. Bosch spent 3.8 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. Additional information can be accessed at www.bosch.com, www.bosch-press.com, and www.125bosch.com.