

Bosch launches Bosch Power Tools Asia Cordless Race 2011

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- ▶ Global power tools technology leader, Bosch, celebrates 125 years of innovation and engineering excellence with a new generation race powered by Bosch's cordless technology

Kuala Lumpur, Malaysia, 21 April 2011 – On the occasion of its 125th anniversary, Bosch, the global power tools technology leader, celebrates its founder, Robert Bosch's principles of excellence, innovative drive and social commitment with the launch of the Bosch Power Tools Asia Cordless Race 2011.

Held for the first time in Malaysia, the race aims to cultivate an innovative mindset among Malaysia's future generation, by challenging university students to design and build racing karts powered by Bosch cordless Lithium-Ion technology.

"We believe that a bright future needs a solid past," said Mr. Chu Chee Bee, Regional Sales Director for ASEAN, South of Robert Bosch Sdn Bhd. "The celebration of 125 years with the Bosch Power Tools Asia Cordless Race highlights Bosch's aim to encourage and support long-term creativity in design and engineering amongst the future generation in Malaysia. Through this platform, we hope to build experience, knowledge and skills for our youth to contribute to Malaysia and Asia's future burgeoning economy."

Open to Malaysian-based universities, the race requires teams of up to five students to submit a blueprint design for a race kart powered by four Bosch GSB 18V-LI professional cordless impact drills / drivers.

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Eight shortlisted finalists will then build and race their karts at the qualifying race on 30 July 2011 at Jalan Binjai, near the Kuala Lumpur Convention Centre. Teams may submit their entries from 1 April – 13 May 2011 at www.bosch-pt.com.my

To support the students, Bosch will be contributing RM12,000 and six units of its GSB 18V-Li professional cordless impact drills / drivers to each of the eight finalists to subsidize their building costs.

The winning team will represent Malaysia at the Grand Finals in Beijing, China in 21 – 23 September 2011. Also up for grabs is a total of RM15,000 worth of cash and power tools, with each finalist guaranteed a prize, regardless of their finishing position.

“It is important to emphasize that everyone is a winner, whether they finish first or eighth. What matters is the attitude to challenge convention and adopt a winning mentality,” added Mr. Chu.

Following the huge success of last year’s Bosch Power Tools Asia Cordless Race in Shanghai, China, the 2011 competition has now being extended to the Asian region to include the Philippines, Thailand, South Korea, China and Malaysia. The Malaysian leg of the Bosch Power Tools Asia Cordless Race is further supported by the Ministry of Science, Technology and Innovation.

Bosch is a leading player in the Asian market, with its success built on a 100-year track record in the China market, while Bosch Power Tools has an 83-year history in Asia. 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 Asian market, with emphasis on cordless and other innovative technologies, as well as user-friendly features, including anti-vibration control.

Continued Mr. Chu, “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, please visit www.bosch-pt.com.my



At the launch of Bosch Power Tools Asia Cordless Race 2011, Malaysian leg (L-R): Mr. Chu Chee Bee, Regional Sales Director for ASEAN, South of Robert Bosch Sdn Bhd and Mr Ea Siong Lin, Regional Brand Manager for ASEAN, South of Robert Bosch Sdn Bhd.

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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. Bosch is active in Automotive Aftermarket, Power Tools, Security Systems, Drive and Control, and Packaging Technology in the country. The company 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.

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 285,000 associates generated sales of 47.3 billion euros in fiscal 2010. The Bosch Group comprises Robert Bosch GmbH and its more than 350 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 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.

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.125.bosch.com.