

‘All Around You’ campaign offers chance to win Bosch products

February 2009

- ▶ £2,000 worth of Bosch products to be won each month
- ▶ Bosch provides products and solutions for many areas of life

Bosch, a global leader in automotive, consumer and industrial technology, is giving people the opportunity to win £2,000 worth of Bosch products each month as part of the ‘All Around You’ campaign.

Monthly winners of the online competition can select any £2,000 worth of innovative Bosch products, including items such as washing machines, boilers, lawn mowers and security cameras.

The campaign is designed to highlight the wide-range of products and solutions that Bosch provides for different areas of life. The Bosch slogan is ‘Invented for Life’ and this

To enter simply visit www.bosch.co.uk/allaroundyou and answer two simple questions about Bosch products.

Contact person for press enquiries:

Emma Hills

Press and Communications Manager

Tel: +44 (0) 1895 83 8545

Email: Emma.Hills@uk.bosch.com

The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, some 282,000 associates generated sales of roughly 45 billion euros in the areas of automotive and industrial technology, consumer goods, and building technology 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 billion euros 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.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “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.