



PRIZE WINNING INNOVATION CREATES NEW JOBS AND NEW SALES AT BOSCH LAWN AND GARDEN

June 2009

- ▶ Bosch Lawn and Garden engineer wins Bosch Engineer of the Future competition
- ▶ New Ciso product creates UK manufacturing jobs and new revenue

For his work on developing the Bosch Ciso, cordless secateurs, Nick Butcher has won the coveted Bosch Engineer of the Future competition for 2009. The project and the prize are a great example of the enormous impact that engineering innovation can have with new revenue and new jobs created.

Nick, who received the award at the prestigious Royal Academy of Engineering Awards dinner, wins a VIP weekend trip to the Bosch Winter Test Centre in Vaitoudden, Sweden.

As the leader of the engineering team Nick was responsible for the design, development and implementation of the Ciso product. The project presented many challenges, namely how to achieve the required performance targets regarding cutting strength and battery life while also meeting the weight, size and cost targets. Additionally, as there were no EU Safety Standards for this type of product, very detailed product liability assessments were required which Nick developed templates for. The product entered production at the Stowmarket plant in early 2009.

Nick's engineering innovation is set to have a huge impact as the worldwide launch of the Ciso product is of major importance to Bosch's Lawn and Garden division. With anticipated sales of 600,000 products in 2009, the Ciso will generate over 25 million Euros of new turnover growing to 28 million Euros in 2010. Just as importantly for the Stowmarket plant itself the introduction of this product has generated around 100 new assembly jobs.

Commenting after the Awards dinner, Robert Meier, Managing Director of Bosch UK said, “The Bosch Engineer of the Future competition is just one example of how we encourage and recognise innovation here at Bosch. Nick Butcher’s work and the Ciso project embody our slogan ‘Invented for Life’ and the consequences of this ingenuity are terrific, with new revenue bringing new jobs and good prospects going forward.”

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To arrange an interview or for all press enquiries contact:

Emma Hills

Press and Communications Manager

Tel: +44 (0) 1895 83 8545

Email: Emma.Hills@uk.bosch.com

Note to editors:

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.

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.