

North of England has important role for Bosch in UK -

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Bosch MD speaks at German-British Chamber of Commerce Annual Dinner in Manchester

- ▶ Investment in research and development positions Bosch as market leader
- ▶ Innovation is key to continued success

Manchester - Managing Director of Robert Bosch Ltd, Robert Meier gave a speech at the German British Chamber of Commerce Annual Dinner last night, outlining Bosch's strategy in the UK during the recession and the importance that the North of England has for the Bosch Group in the UK.

Speaking at the event, Mr Meier said:

"The current economic climate has meant that Bosch has had to revise its business plans and there is no doubt that this year will bring with it many challenges. However, even with the current downturn in the global financial market our focus remains on our long-term strategy.

"Our company slogan is 'Invented for Life' and this really underpins what our strategy is about. Bosch enjoys high brand awareness and perception, a great product range in all its sectors, a strong distribution system and a commitment to ongoing research and development – all of these elements create the right recipe to ensure we remain successful.

"If you look at the Bosch operations in the North of England alone, it gives a good indication of the strength of the Bosch Group and the strategic direction that we are taking in the UK. Overall we have 16 sites in the North of England, many of which have been gained indirectly through recent acquisitions.

"The key is that it is our innovative strength that will ensure our company is robust despite the current climate, and our business operations in the North of England have an important role to play in increasing our market

share, developing new products and making a positive contribution to the UK economic landscape”.

Mark Green, German Honorary Consul and partner at national law firm Cobbetts LLP, added during his speech introducing Mr Meier:

“The German-British Chamber of Commerce has been promoting trade and investment for over 30 years and has played a key role in strengthening relations between Germany and Great Britain. The UK continues to trade more with Germany than with any other country outside the US.”

Bosch has been active in the UK for more than a hundred years, since 1898 when Robert Bosch opened his first subsidiary outside Germany in London. Today, Bosch employs approximately 5,500 people across 31 sites in the UK and in 2008 published UK sales figures of 2.3 billion Euros for 2007.

Each year, the Bosch Group invests about eight percent of its global sales into research and development and it is this commitment that will ensure it remains at the forefront of innovation in the automotive, consumer and industrial technology markets.

For further information visit: www.bosch.co.uk.

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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.