

Bosch voted a *Superbrand* by the British public

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- ▶ Consumer brand survey ranks Bosch 34th out of 500 companies
- ▶ Business brand survey ranks Bosch 27th out of 500 companies
- ▶ Bosch takes first place in Tools/Equipment category and second place in Household Appliance category

Bosch, a global leader in automotive, consumer and industrial technology, has been voted a Superbrand by the British public in a consumer brand survey, whose results were published this week.

The announcement of the 2009/10 Superbrands list follows an independent selection process that tapped into the views of over 2,100 British consumers. The results for Bosch are as follows:

Consumer Superbrand survey:

- Overall Bosch is ranked 34th
- Bosch came 2nd in the 'Household Appliances' category

Business Superbrand survey:

- Overall Bosch is ranked 27th
- Bosch came 1st in the 'Power Tools' category

According to the Superbrands Council, 'A Superbrand has established the finest reputation in its field. It offers customers significant emotional and tangible advantages over other brands, which (consciously or sub-consciously) customers want and recognise'.

President of Bosch in the UK, Peter Fouquet said:

"Bosch has a long history in the UK and has become a brand that people trust and associate with quality and reliability. In today's tough economic environment, people want to know more than ever that they are getting value for money and a product that is built to last the distance. Voting for Bosch as a Superbrand demonstrates their recognition of these characteristics in our products".

The Superbrand survey, which takes place annually and is in its 11th year, presents brands to consumers and asks them to rank their favourite based on their perceptions of the brand's quality, reliability and distinction. It has become a key barometer on the strength of brands across a wide variety of sectors.

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Contact person for press enquiries:

Emma Hills

Press and Communications Manager

Email: Emma.Hills@uk.bosch.com

Phone: 01895 83 8545

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.