

CBI Deputy Director-General visits Bosch

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- ▶ CBI Deputy Director-General John Cridland visits Bosch UK head office in Denham
- ▶ Investment in research and development positions Bosch as market leader
- ▶ Innovation is key to success

The Deputy Director-General of the CBI, John Cridland, visited the UK head office of Bosch, a global leader in automotive, consumer and industrial technology, in Denham near Uxbridge today to get a first hand impression of how the recession has affected business.

During the visit Mr. Cridland was given a tour of the facility in Denham that Bosch has occupied for the last 25 years, including a demonstration of Bosch's latest innovations in security systems, such as efficient video content analysis.

During a business update with Mr. Cridland, President of Bosch in the UK Dr. Peter Fouquet said:

“Despite the current downturn in the global financial market our focus remains on our long-term strategy. *Our company slogan ‘Invented for Life’ 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 for overcoming the challenges that face us.

“However, our innovative strength ensures that there are areas of our business that are robust despite the current climate; in particular in the UK our Thermotechnology division, Worcester Bosch and our Power Tools division's lawn and garden products are proving to be resilient thanks to the ongoing development and exploration of product opportunities.

“Worcester Bosch for example, is a leader in high efficiency boilers and renewable technologies such as solar panels and ground-source heat

pumps. Our Power Tools division has also been instrumental in championing new lithium-ion battery technologies and cordless solutions. These product developments prove that innovation is the key to success even during a recession.

“We are realistic about the business environment that we will operate in the coming months and we remain confident that Bosch will continue to increase its market share, develop new products and make a positive contribution to the UK economic landscape”.

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. Nine years later, the Bosch Magneto Company Limited was founded with premises just off Oxford Street. These beginnings laid the foundations for a long-term business strategy in the UK, resulting in Bosch being one of the UK’s largest European investors, as well as a significant manufacturer and exporter.

Today, Bosch employs approximately 4,900 people across 37 sites in the UK and this year Bosch published UK sales figures of 2.02 billion Euros in 2008.

The strength of the Bosch Group lies in the ownership structure of the company, which guarantees the entrepreneurial freedom of the Bosch Group and makes it possible for the company to plan over the long term and undertake significant up-front investments to safeguard its future.

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. 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.