

Bosch is the Which? Best Large Home Appliance Brand 2011

Bosch has been crowned Best Large Home Appliance Brand in the prestigious Which? Awards 2011, for the second time. The brand previously won the title in 2009.

The Which? Awards celebrate the UK's best products and services, from cars and restaurants to supermarkets and financial services. They are chosen by Which? experts, based on the magazine's research and feedback from Which? members and the general public throughout the year. A Which? Award is the highest accolade offering customers, past, present and future a totally independent endorsement of the brand of their choice.

The 2011 Which? Awards took place on 23 June, at Kings Place in London and were presented by Natasha Kaplinsky.

Ken Humphrey, brand manager for Bosch said, "This is an invaluable and priceless award. It is testament to everyone who is involved with the brand, from product development and brand management through to service, product advice and warehouse and delivery - everyone works hard to live up to the Bosch brand values. We are all incredibly proud. It's also great news for our trade partners who can continue to sell Bosch with complete confidence."

Peter Vicary-Smith, Chief Executive of Which? said, "Bosch is a worthy winner of this award, consistently offering a wide range of quality products at a variety of price points, with Best Buys in every range."

