Fact sheet

Bosch in Brazil

June 2018

Prof. Hermann Scholl has been named 2018's German-Brazilian person of the year by the German Chamber of Industry and Commerce in Brazil

About Hermann Scholl: Hermann Scholl has been the honorary chairman of the Bosch Group since mid-2012. Prior to that, he was chairman of the board of management of Robert Bosch GmbH until 2003 and, until 2012, chairman of the supervisory board of Robert Bosch GmbH and managing partner of Robert Bosch Industrietreuhand KG since mid-1995. Further information

Quotes:

- *"It has been some 25 years since I worked very closely with Bosch Brazil in my role as chairman of the board of management at Bosch. I am delighted that the German-Brazilian Chamber of Commerce still takes such a positive view of that time. This award is an honor for me."*
- *"Bosch can look back on a long and successful history in Brazil."*
- *"Brazil is a wonderful country with many impressive highlights. I remember the people as very endearing, open, and pragmatic."*

Bosch looks back on a long and successful history in Brazil

- Tradition: Bosch opened its first branch office in Brazil in 1910. The local subsidiary Robert Bosch Ltda. was established in 1954. The headquarters of Bosch Brazil, which remain responsible for the entire Latin America region to this day, were built just a few years later in Campinas, near São Paolo. Bosch has thus been active in Brazil for more than 100 years. All four business sectors operate there today.
- Local presence: In Brazil, the company focuses on localization. In Campinas, Bosch manufactures mobility solutions such as vehicle retrofitting components, powertrain systems, driver assistance systems, and power tools. The plant in Curitiba produces diesel injection systems. Aratu makes spark plugs, and Pomerode is home to a plant for hydraulic systems. Since 2010, the Bosch service center in Joinville has been providing service solutions for South America.

Robert Bosch GmbH
Postfach 10 60 50
D-70049 Stuttgart,
Germany

Email agnes.grill@de.bosch.com
Phone +49 711 811-38140
Twitter @AgnesGrill

Corporate Communications
and Brand Management
Senior Vice President: Dr. Christoph Zemelka
www.bosch-presse.de

- Sales: A successful business year in 2017: sales rose to 4.9 billion reais (1.4 billion euros), with exports accounting for 28 percent in total. Bosch's business in Brazil accounted for 80 percent of total sales in Latin America. The Mobility Solutions business sector in particular saw positive developments in 2017 due to growth in vehicle production in Brazil and Argentina.
- Investment: In 2017, Bosch invested some 53 million euros in Brazil.
  Headcount: Bosch employs some 8,300 associates in Brazil at 14 locations.
- Dual education model at Bosch in Brazil: In 1960, Bosch became one of the first companies to set up a dual education system in Campinas and Curitiba. Using this model, which is well-established in Germany, we train professionals such as mechatronics engineers according to German standards. To date, a total of over 1,400 young people have accordingly completed their occupational training. Bosch has also opened a center in Campinas that conveys and enhances knowledge throughout the spectrum of industrial occupations to facilitate efficient training. In addition, Bosch Brazil supports the promotion of talent and occupational training programs in the country.
- Local innovation: Strong localization is an important part of the Bosch strategy worldwide. The electronic control system for the flex-fuel engine is a good example of this. In 2003, Bosch developed a unique local solution for Brazil with this innovation, which allows drivers to choose flexibly between gasoline and ethanol at the pump. As a vehicle fuel, ethanol continues to have tremendous economic significance for Brazil. The flex-fuel engine is still used in most of the vehicles manufactured in Brazil.
- Smart solutions for Brazil: Demand for connected products is also growing in Latin America. In Brazil, Bosch is developing connected solutions for mining, logistics, and Industry 4.0. For the field of smart farming, Bosch offers a sensor system that reports animals' weights to farmers and increases productivity on farms in Brazil.
- Corporate social responsibility: In Campinas, Bosch established the Centro Medico hospital in 1973. Originally set up to improve medical care for Bosch associates, the hospital was spun off into a foundation in 2004, ultimately opening it up to the general public. Instituto Bosch, which makes project funding of up to 3.5 million reais available every year, was also established in 2004. The school and vocational training projects it funds help to improve career opportunities for some 7,700 children and young people. The Primavera aid organization, established and financed by Bosch associates, operates worldwide and also receives donations from Brazilian associates. In Brazil, Primavera supports projects that are spearheaded by NGOs and schools, allowing it to reach an additional 2,000 children nationwide.