

User-oriented innovation:

### **Bosch revolutionizes the power tool**

New performance dimension for pros, a world's first for DIY

March 21, 2019

PI 10883 PT MS

- ▶ Power Tools achieves sales of 4.6 billion euros in 2018
- ▶ Division launches in 2019 more than 100 new products only in Germany
- ▶ Bosch reinvents the Ixo, YouSeries revolutionizes the DIY world
- ▶ Cordless tools better than corded tools for the first time
- ▶ World's first revolutionizes work with professional angle grinders

Stuttgart/Leinfelden-Echterdingen – A new dimension of performance for tradespeople, a world's first for DIY enthusiasts: With Biturbo tools for professionals and the YouSeries for design-conscious users with highest needs Bosch is launching completely new cordless power tools. "Bosch Power Tools stands for innovation," said Henk Becker, President of the Robert Bosch Power Tools GmbH. "We are shaping the technical development of the industry. It is our claim to have the smallest and most powerful batteries on the market, to replace corded tools by cordless tools in the long-term. Our new Biturbo tools for tradespeople are advancing into a new dimension of performance. For the first time, cordless tools are better than corded tools." The new power tools from Bosch for professionals are optimized with ProCore18V batteries for maximum performance. This makes them more powerful than all previous cordless tools from Bosch. This is based on the optimum coordination of their brushless motor with electronics and battery so that the high-performance batteries can be used to their full potential. In addition, Biturbo tools boast further advantages such as a light weight and an interactive display: Professionals can therefore adjust the tools according to their needs.

With the new YouSeries Bosch launches power in a new format and revolutionizes the DIY world: These stylish cordless tools are defined by the slogan "small, compact, different". Also without prior knowledge the tools' operation is intuitive. The YouSeries consistently follows the trend towards miniaturization appealing not only conventional DIY enthusiasts. "Our YouSeries does not represent the typical power tool. These products adapt to the individual needs of design-con-

scious users,” explained Henk Becker. “With an initial line-up of three small everyday helpers, we are showing how Bosch creates technology invented for life with innovation.” The drill/driver, multi-sander and dry vacuum cleaner are up to 50 percent smaller, at least a third lighter and similar powerful as their siblings from the 12 volt product family. The YouSeries is surprisingly powerful, remarkably compact – and simply looks great.

### **Innovations drive business**

“Innovations such as Biturbo and the YouSeries will also be the drivers of our business in the future,” said Henk Becker. The Bosch division achieved sales of 4.6 billion euros in the fiscal year 2018. Power Tools grew by two percent last year after adjusting for currency effects; in nominal terms, this equates to a reduction of two percent. Currency effects totaling around 200 million euros had a significant negative impact on sales figures. Henk Becker: “The economic situation is getting harsher. We are feeling the impact due to counteractive exchange rates and increasing volatility of the markets. However, we could improve our profitability last year – and we strive for further increase. Only this way we can invest in innovations also in future. This is how we ensure our success in the long-term.” This enables Bosch Power Tools to continue making upfront investments, fulfilling the future needs of users – for example with innovations such as Biturbo and YouSeries. Bosch will launch more than 100 new products in 2019, in Germany alone. In addition to innovative products and services, Bosch Power Tools also invests in the future workplace: For around 35 million euros a new office building was built at the Leinfelden location. “With the new office building we support the agile transformation at Bosch Power Tools in the best possible way. We created a working environment, enabling our cross-functional teams to work flexibly using agile methods,” said Henk Becker.

### **Expansion of the cordless segment for DIY enthusiasts**

Bosch Power Tools is consistently expanding its cordless segment for both DIY enthusiasts and professionals. The focus is and will remain on battery systems with 18 volt. Bosch guarantees compatibility with all existing and future power tools within the same voltage class – both in systems for professionals and systems for DIY enthusiasts. This enables users to do without batteries and chargers that they do not need – saving money at the same time. New in the “Power for All” range for DIY enthusiasts is, for example, the AdvancedRecip 18 reciprocating saw. It offers DIY enthusiasts 40 percent less vibration than the previous model – and as much as 60 percent less than comparable competitor models.

### **Ixo: Bosch makes the world's most popular power tool even better**

"We are particularly proud of our Ixo, the world's most popular cordless tool: Around 18 million tools have been bought to date," said Henk Becker. Bosch now reinvents the Ixo underlining once more the uniqueness of the cordless screwdriver. Henk Becker: "Thanks to its speed control feature the Ixo is easier to operate than ever before and with its new design a real eye-catcher".

### **World's first revolutionizes work with professional angle grinders**

Continuous further development with added value for the user – this is what Bosch proves with another world's first, the easiest accessory-change system for angle grinders. "The tool mount on angle grinders wasn't changed for 80 years – we have revolutionized it with X-Lock," said Henk Becker. Instead of following several steps which require a great deal of effort and parts that can get lost, such as tensioning nuts, flanges and keys, you can now change your accessories in five seconds – up to five times faster – and much more easily: Position the wheel in the X-Lock mount, click it in – and you're good to go! Changing angle grinder accessories has never been so easy. "We are focusing on strong partners to achieve rapid market penetration: We already won more than ten partners for our X-Lock system. And we are in talks with other manufacturers." The aim is to create a new standard which makes work easier for professionals and increases their productivity. Bosch has already set a number of milestones in quick-change systems, for example with the SDS plus and SDS max for rotary hammers.

### **Connectivity with added value**

Also increasing connectivity offers large potential for further growth: "We are turning conventional power tools into intelligent power tools to offer users an even higher level of comfort and to increase their productivity," said Henk Becker. The latest examples are connected Biturbo tools, such as the cordless hand-held circular saw: Users can adjust the tool according to their needs via the user interface and connectivity functions. For example, they can adjust the speed or extend the runtime by up to 30 percent using the "Eco Mode". Henk Becker: "We are convinced that connectivity can increase the productivity of a company as well as each individual tradesperson. Our goal is to connect all of Bosch's power tools in coming years in order to fulfill our users' requirements even better – and to launch further services."

### **Growing significance of services**

These services include user-friendly apps such as the new Measuring App. This helps professionals and DIY enthusiasts to record measured values more easily, document them more clearly, process data faster and, in doing so, save time, money and reduce stress. DIY made easier and more versatile than ever before – all thanks to the new Bosch DIY & Garden App. Inspiration, information, sup-

port when purchasing and using power tools, sharing on social media – the app is simple and intuitive and accompanies the user from the idea of which project he would like to realize right through to the result, ready to be presented online. “Our range goes way beyond the classic power tool – we want to be more than a tool manufacturer: We want to be a reliable companion always supporting DIY enthusiasts, inspiring them, helping them to create exciting projects and imparting knowledge in a simple and comprehensible way,” explained Henk Becker.

### **Growth segment emerging markets**

Bosch Power Tools continues to see great potential in emerging markets such as Africa. “We have developed a specific product range for these markets – products that are robust, affordable and easy to maintain. We currently offer 55 tools which have been specially developed for the needs of users in emerging markets,” said Henk Becker. Power Tools will be focusing even more on its own sales organizations in future. “We are extending our network in Africa. We now have eight sales organizations – Angola and Egypt were added in 2018. We believe we can contribute to the positive development on this continent with our power tools and service,” said Henk Becker.

Bosch Power Tools is one of the world’s leading providers for power tools, power tool accessories and measuring tools. It has a workforce of some 20,000 associates in 62 countries.

**Press photos:** #959052, #1844230, #1844231, #1844232, #1844233, #1725611

### **Contact person for press inquiries:**

Martin Steinlehner

Phone: +49 711 758-3132

E-mail: [Martin.Steinlehner@de.bosch.com](mailto:Martin.Steinlehner@de.bosch.com)

*The Robert Bosch Power Tools GmbH, a division of the Bosch Group, is one of the world’s leading providers for power tools, power tool accessories and measuring tools. In 2018, its roughly 20,000 associates generated sales of 4.6 billion euros, about 85 percent of which outside of Germany. With brands such as Bosch and Dremel, the division stands for customer focus and great engineering progress. The core success factors are innovative strength and pace of innovation. In 2019, Bosch Power Tools will again launch more than 100 new products onto the German market in its four business segments power tools, accessories, measuring tools and garden tools.*

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 410,000 associates worldwide (as of December 31, 2018). According to preliminary figures, the company generated sales from operations of 77.9 billion euros in 2018. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 125 locations across the globe, Bosch employs some 69,500 associates in research and development.*

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