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Bosch innovations for your home

Speech by Henk Becker,

President of the Robert Bosch Power Tools GmbH

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Robert Bosch GmbH
Postfach 10 60 50
D-70049 Stuttgart

Corporate Department
Communications & Governmental Affairs
E-mail
Martin.Steinlehner@de.bosch.com
Phone +49 711 758-3132
Twitter @BoschPowerTools

Senior Vice President:
Prof. Dr. Christof Ehrhart
www.bosch-press.com

Ladies and gentlemen,

As you may have already heard or read in our press release, there have been personnel changes in the management board at Bosch Power Tools. I would like to briefly introduce my new colleagues to you.

- Lennart de Vet, whose responsibilities include sales and marketing. He is also in charge of business for professionals in both industrialized and emerging markets. Lennart most recently held responsibility for the business in precisely these emerging markets, such as China, India, Brazil and Russia.
- And Stephan Hölzl, who is responsible for finance and controlling, HR, and logistics, as well as our accessories business. He was most recently responsible for Inhouse Consulting in the Bosch Group.

Most of you already know me. I have been with Bosch for 24 years and took over as President at the start of the year, succeeding Henning von Boxberg. I am responsible for Engineering, Strategy, and Digitalization. As I will continue to be responsible for our DIY business, I will start today with this presentation. Lennart will then present the innovations for professionals, Stephan our ideas for the accessories business. We've got some plans!

Innovations to meet all DIY enthusiast needs

This obviously also applies to our new products in the DIY segment. With these we are addressing do-it-yourselfers in all their diversity, regardless of whether they are experimenters or enthusiasts, we serve the full scope of needs. Here is a brief overview of how we define these target groups: The experimenters, as we call them, represent the largest target group. They make up around half of all do-it-yourselfers and are a mix of men and women. Experimenters do not have much experience, so are looking for tools that are intuitive to use and lightweight. They want sufficient power and – since they see their projects as an expression of their personality – also a guarantee of success. They are proud of their projects, even if they are not perfect. In fact, this is precisely what motivates them to keep going and learn more. Enthusiasts, on the other hand, are often men with a lot of experience and passion

for DIY projects. They like to dare demanding projects in and around the home and garden that meet their individual needs. They like to do everything themselves – without any help from professionals. When they do something, they are keen to make it right. When it comes to their work, they are perfectionists. What our do-it-yourselfers have in common: A desire for products to fully embody the feeling of “Home made by you”.

New product design derived from user requirements

In exchange with our users, we repeatedly experience how important it is to constantly look at things from the outside and question them critically. To make it as easy as possible for those with little experience to use the tools, we are counting on a new product design. Several of you already had the chance to get to know it at our garden tools press conference last August. We are following the motto formulated by the designer Anton Stankowski: “Omit the unimportant. This intensifies the information.” But what does this actually mean for our product design? To make our tools as accessible as possible for all users, we focus on three key aspects: A clear design language, reducing the number of control elements down to the necessary minimum, and a calm silhouette. Nothing to distract you – the user can focus on creating their individual DIY project.

Four new tools in the 18 volt “Power for All” system

We will be introducing the new product design gradually. It is already in use for our “Power for All” products. With “Power for All“, we are enabling our users to work without any annoying cables – and are therefore continuing to expand this battery system. Users can operate more than 25 DIY and garden tools such as rotary hammers, jigsaws, hedgecutters and grass trimmers with one and the same 18 volt lithium-ion battery. They can therefore do without batteries and chargers they do not need – saving both space and money.

This year, we are expanding the 18 volt system for DIY enthusiasts to include four new tools. The UniversalDrill 18 cordless drill/driver and the Universal-Impact 18 cordless combi drill are easy-to-use universal tools for screwing

and drilling. By combining a low weight with a narrow softgrip handle, they are the most ergonomic tools in their price range – and comfortable to hold in any position. Both tools are fitted with a round-shank drill chuck, which allows for quick drill and bit changes. Turning in screws, drilling in wood, metal, or with the UniversalImpact 18 in masonry – the application is simply selected on the setting dial. The required torque is just as easy to set. It can be adjusted via a minimum-to-maximum scale. The two-speed gearbox is also easy to operate with a sliding switch on the back of the tool.

The AdvancedRecip 18 reciprocating saw is also particularly easy to use. It offers DIY enthusiasts 40 percent less vibration than previous models – and as much as 60 percent less than comparable competitor models. As a result, thick beams can be cut to size with a particularly high degree of control and without fatigue, while pipes can be shortened and firewood or branches can be trimmed. The SDS tool holder makes it possible to change the saw blade especially quickly and without the need for additional tools. DIY enthusiasts can always keep an eye on the remaining runtime thanks to the battery level display with three LEDs integrated in the handle.

Convenient, powerful and versatile – our new UniversalVac 18 cordless handheld vacuum cleaner has it all. It now also comes with an improved filter system with pre-filter. It is particularly efficient and easy to clean due to the flexible frame. The tool is also fitted with an optimized fan motor, now offering around 50 percent more power than its predecessor – all while working more quietly. The vacuum cleaner is also particularly versatile thanks to accessories such as the crevice and brush nozzle, as well as two extension tubes. The floor nozzle quickly converts the handheld vacuum into a floor vacuum cleaner. That makes the UniversalVac 18 perfect for use in DIY workshops, at home or in cars.

With “Power for All”, we are offering users a unique battery system that comprises DIY, gardening and household tools. We are also continuously

expanding the system and therefore offering users an even broader application range.

Table saw with NanoBlade technology

Our saws with “NanoBlade” technology represent another example of a successful innovation. This unique saw blade technology with revolving micro-chain allows DIY enthusiasts to work almost vibration-free and therefore particularly precise. The EasyCut 12 and AdvancedCut 18 cordless tools, as well as the corded EasyCut 50 and AdvancedCut 50 versions, are already available and proving very popular among DIY enthusiasts. They can be used to make freehand cuts or plunge cuts in a wide variety of materials in no time, both indoors and outdoors. Users appreciate our products. They receive good online ratings.

The AdvancedTableCut 52 550-watt corded table saw is an addition to our existing range and offers all the benefits of the “NanoBlade” technology. Weighing just 8.5 kilos and having a particularly flat design, the AdvancedTableCut 52 is one of the lightest and most compact DIY table saws on the market. This advantage in terms of weight and compactness is made possible by “NanoBlade” saw blade technology, which requires less space. Another benefit of the saw blade is that it is exceptionally easy to change, without the need for additional tools: Simply open the closure of the saw blade holder and remove the saw blade. Insert the new saw blade, close the cap – and the saw is up and running again. The table saw offers a cutting depth of 52 millimeters and is suitable for all conventional sawing tasks: Cutting laminate or roof lathes to size or conveniently making horizontal and vertical miter cuts, for example, for wall coverings, skirting boards and picture frames. To give do-it-yourselfers additional control when working, the AdvancedTableCut 52 is equipped with a pull function in addition to the push function. The saw blade is simply pulled through the workpiece, with hands a safe distance away.

Industry pioneer for reducing plastic waste

We are also breaking new ground in terms of sustainability and recycling. Our green cases for DIY enthusiasts are now available for the first time in recyclable plastic. This makes us the first manufacturer in the industry to offer tool cases made from 90 percent recycled material. We are already planning to produce six-figure quantities of DIY cases using this plastic at our Hungarian plant in Miskolc this year. Due to the high proportion of recycled material, less carbon dioxide is produced. This year we are already saving around 1,500 tonnes of carbon dioxide – equivalent to the CO² emissions of around 13 million kilometres travelled by car. We reduce plastic waste by around 1,000 metric tons annually. This is our contribution to reduce climate-damaging gases and plastic waste on earth. You can identify our sustainable cases by their special logo.

Cross line laser with green laser diodes for better visibility

DIY enthusiasts need to level things accurately from time to time. Whether positioning curtain rails correctly, leveling kitchen or bathroom cabinets, or decorating walls with tiles or patterned wallpaper – we have the right solution for all these applications: Our Quigo cross line laser. We now also offer a model with green laser lines in the shape of the Quigo Green. These lines are up to four times more visible for the human eye than red laser lines and also easy to see in bright environments, for example near a window facade. The Quigo Green sets itself apart from previous models thanks to its larger, 12 meter working range and its new design. The handy cube comes in black with a decorative light-green frame.

Convenient and easy measuring of surface temperatures

Our new UniversalTemp helps users to measure surface temperatures quickly, easily and conveniently. The tool determines temperatures between -30 and +500 degrees Celsius via infrared measurement, making it one of the tools with the widest measuring range on the market. As such, the possible applications are large: The UniversalTemp masters classical tasks such as checking heaters for consistent heat output or detecting energy losses

caused by insufficient insulation just as easily as testing whether the pizza stone in the oven is at the right temperature. The UniversalTemp helps to save energy and is quickly ready for use. It stands out from equivalent competitor products thanks to three measurement modes, each assigned to a certain group of materials. These modes take into account the emissivity, the heat emission, of the relevant surface during the infrared measurement. The surface temperature of different materials such as concrete, granite, laminate, sand, cork, porcelain, or glass can be determined more precisely. No matter what type of surface is checked: The UniversalTemp is small, light and intuitive to use. Thanks to its narrow grip, it always fits comfortably in the hand.

Iconic Ixo screwdriver gets a new look

The Ixo is a true icon among power tools – it has always been unique. We have now once again reinvented this iconic cordless screwdriver. Introducing a new and elegant design with a distinctive silhouette and even more lightness, the reinvented Ixo is sure to be well-received. Your ‘little helper’ screws in screws more easily than ever before thanks to its speed control feature. The stronger the switch is pressed, the faster the Ixo screws. This precise speed regulation makes the difference to conventional screwdrivers of the same class on the market. The Ixo screws more sensitively and flatters the material like no other screwdriver. Scratched surfaces or furniture, splintered wood, screws damaged or screws driven too deep – all these are a thing of the past. In addition, now the user can always see how long their Ixo can be used for. Three LEDs constantly show the battery’s charge status.

For Ixo lovers or those wanting to become, we also host a design competition with the maxim of “Design your Ixo – and choose your favorites”. You can give the Ixo your favorite color combination and create a unique look yourself online. A jury will choose a winning design from the three designs with the most likes, which will then be available as the Ixo Colour edition. You can find the terms of participation and more information at www.bosch-ixo.com.

Addressing new target groups

As you may have noticed at the beginning, we do not focus just on DIY enthusiasts when addressing users. We also see opportunities in addressing new target groups. In concrete terms, we would like to introduce the design-oriented creator to you today. These differ from DIY enthusiasts in the classic sense and have different needs. They are very demanding, always wanting the latest generation of high quality products with the best technology. However, the operation of the tools should be easy. The recognition of family and friends is very important to these creative designers – they want to be admired for their own style and also for the style of their home. For them, the motto “Home made by you” takes on a different and very appealing touch.

A world’s first – YouSeries from Bosch for DIY enthusiasts

So how can we address this new target group? With a world’s first! We believe that we are revolutionizing power tools for DIY enthusiasts with our YouSeries – defined by the slogan “simple, compact, different”.

In the first step, the range comprises three small cordless everyday helpers that show that DIY work can be carried out in a more stylish manner than ever before. The drill/driver, multi-sander and handheld vacuum cleaner share a highly individual look with a new, reduced color concept in Sienna and Black – and are also remarkably compact. 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. This is made possible due to the higher-capacity cell – battery cell and electronics are consequently optimized to the respective application. Regardless of whether you are drilling, screwdriving, sanding or vacuuming – thanks to the new series, creative designers can intuitively beautify their homes quickly and conveniently.

With the YouSeries cordless drill/driver everything is quite simple: Drilling, screwdriving, or loosening screws. A sliding switch on the top of the tool with self-explanatory symbols allows users to select the required function. Settings

such as gear selection and direction of rotation are adjusted automatically. The speed can be adjusted variably using the speed trigger. Particularly compact and powerful, the motor allows up to 90 screws of 4 x 40 millimeters in size to be driven in with a single charge of the 4.0 Ah battery.

The cordless multi-sander from the YouSeries is designed for small to medium sanding projects and quickly and easily makes surfaces silky smooth – no matter whether the sanding project is a board for a kitchen shelf, a garden chair or a decorative piece of furniture. The powerful yet compact tool can be simply switch on and off using a single push button on the top of the device. In addition, it can be attached to all conventional Bosch dust extraction units via a dust extraction attachment with flexible hose. You can simply attach the hose to your belt so that it is no longer in the way while sanding.

The cordless handheld vacuum cleaner in the YouSeries can be used flexibly in any situation: Whether around the home, for crafting and DIY work, or even if you are on the move, for example, in your car or camping. It vacuums up a variety of substances – including crumbs, dust and pet hair – in no time at all, and is also particularly user-friendly due to its integrated filter. The filter can be cleaned or replaced quickly and easily in just a few simple steps.

The YouSeries has even more to offer. The exquisite design of the range also includes attractive packaging, which was developed together with users, whose wishes are reflected in the small box: Stylish, compact, matt-black, high-grade – all of these factors were important for our design-oriented creators, who were keen to be able to store the compact powerhouses in their home together with the box. With the YouSeries, we are combining power with a new dimension of size and design in this new concept for power tools and packaging. We will continue to extend the range in keeping with the motto of “Power has a new size”. Watch this space!

Unique Bosch DIY & Garden App

We have now repeatedly talked about users and their needs. As journalists, you know that communication is another essential requirement. We are already providing DIY enthusiasts with a platform for discussions in terms of our [“1-2-do”](#) community and offer them both inspiration and ideas for projects via the [“allaboutdiy.com”](#) online magazine.

Our new Bosch DIY & Garden App bundles these offers and services on one platform and complements them with exclusive app functions, such as the possibility to easily share ideas and projects with family, friends, or like-minded people via own social networks or messenger programs. Renovating, decorating, tending the garden: The new Bosch DIY & Garden App supports DIY enthusiasts with their personal projects and beautify their homes. The app was developed in collaboration with users and puts their needs at the center: Inspiration, information, support 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. The app is ideal for, both, beginners and experienced DIY enthusiasts: A personalized search function allows the user to choose content based on their own experience and personal interests, for example to find suggestions for projects. No other app on the market offers this kind of all-round support – the Bosch DIY & Garden App is unique.

As you can see from our app, as well as the numerous new products: We are highly innovative in various areas. In this vein, our primary focus is and will be on users and their requirements – no matter whether they are classic DIY enthusiasts or derive from a new target group.

I would now like to hand you over to my colleagues Lennart de Vet and Stephan Hölzl, who are keen to show you the new products in our business with professional power tools and accessories.

Thank you for your attention.

Press photo: #959052

Contact person for press inquiries:

Martin Steinlehner

Phone: +49 711 758-3132

E-mail: 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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