

### The iconic screwdriver gets a new look: **Bosch is reinventing the Ixo** Easier to operate than ever before

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- ▶ Trademark features: Distinctive silhouette and lightness
- ▶ Speed control: More sensitive screwdriving thanks to speed control
- ▶ New LED display: Charging status always in view
- ▶ Ixo design competition: You decide what the Ixo Colour Edition will look like

Smooth curves, fresh logo: Bosch is reinventing the Ixo, once more underlining the uniqueness of the cordless screwdriver with cult status among do-it-yourselfers. The trademark feature of the new Ixo is its elegant design with a distinctive silhouette and even more lightness. The little everyday 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 driven too deep – all these are a thing of the past. The ergonomic handle fits even more comfortably into the hand thanks to its all-round soft grip. 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. Gentle on the materials, easy to operate – the new Ixo from Bosch.

#### **Easy to operate up to charging**

With its powerful LED worklight, the Ixo illuminates every screw. It also remains true to its intuitive to operate forward and reverse rotation: If the switch is pushed forward, the Ixo tightens screws, if the switch is pulled back, it loosens them. In addition, the Ixo can be powered via a Micro USB cable. A charging station is available separately, which is handy for neatly holding the Ixo during breaks.

#### **Ixo design competition: You decide what the Ixo Colour Edition will look like**

Ixo lovers or those wanting to become such can give the Ixo their favorite color combination and create a unique look in an online design competition running

from March. 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. The terms of participation and more information can be found at [www.bosch-ixo.com](http://www.bosch-ixo.com).

### **Around 18 million units sold – the Ixo's story**

Slotted, cross-headed and Torx – in letters I-X-O – with a name inspired by these three screw types, the Ixo set out to conquer the world more than 15 years ago. Today it is the world's most popular power tool – around 18 million units have been sold so far. The cult status is owed to its uniqueness right down to the packaging. The Ixo can simply do more: Driving screws around corners, opening wine bottles, seasoning dishes, firing up the coal on a barbecue, cutting various materials – the little everyday helper can do all that and more with the nine Ixo Collection adapters. The Ixo also repeatedly attracts attention with its special looks, like the Ixo Gold&Black anniversary design of 2018, or the 2010 Ixo Swarovski, when the little helper in a crystal-studded housing stylishly finished applications in home and garden. Ixo – so much more than a power tool.

The new Ixo will be available in the Classic or Colour Edition from October 2019. All prices are recommended retail prices including VAT.

<b>Specifications</b>	<b>Ixo (6th generation)</b>
Battery voltage/capacity	3.6 V lithium-ion/1.5 Ah
No-load speed	215 min <sup>-1</sup>
Max. torque	4.5 Nm
Max. screw diameter	5 mm
Charging time	3 h
Weight including 1.5 Ah battery	340 g
Scope of delivery/recommended retail price including VAT	<ul style="list-style-type: none"><li>• Classic edition in storage box, including Micro USB charging cable and plug, and 10-piece standard bit set: €59.99</li><li>• Charging station as accessory: €14.99</li><li>• Colour edition in box, including charging station, Micro USB charging cable and plug, and 10-piece standard bit set: €64.99</li></ul>

Subject to change.

**Press photos:** #1844233, #1844254

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