

Save money, space and time with one battery for many brands: July 14, 2020

Bosch and Gardena establish battery alliance

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- ▶ Power for All Alliance as cooperation of renowned manufacturers
- ▶ More flexibility than ever before for users in and around the home and garden
- ▶ Continuous expansion of the Alliance – further manufacturers will follow

Bosch Power Tools is opening up its 18 V battery platform of the “Home & Garden” division to other manufacturers, thus setting a milestone: Bosch and Gardena will form an alliance in future and, together with other leading brands, will offer a cross-brand battery system for products in and around the entire home: The Power for All Alliance. The basis of this Alliance is Bosch cordless technology. “We are opening up our system to other manufacturers, thus offering users more flexibility than ever before. In future, they will be able to use one and the same 18 V battery to operate power tools, garden tools and home appliances from Bosch, as well as products bearing the Gardena, Emmaljunga, Gloria, Wagner and Rapid brand names,” said Henk Becker, President of Robert Bosch Power Tools GmbH. This will save users money, space and time when purchasing products from the Power for All Alliance in future. A pile of incompatible batteries and chargers from different brands will therefore be a thing of the past. The common goal is to offer users the largest cross-brand battery system and thus, the widest application range for their home: DIY tools, garden and cleaning tools, home appliances, products for surface coating, for leisure and camping – and many more.

Battery technology from Bosch convinces partners and users alike

Pär Åström, President of Gardena: “Our users are looking for a strong, reliable and versatile battery they can use for many purposes in and around their home and garden. This is why we at Gardena decided to join forces with Bosch to found the Power for All Alliance.” “We are convinced that cordless and, flexible working is the future. The Power for All Alliance is a win-win situation for everyone,” confirmed Markus Kress, President and owner of Gloria House and Garden.

Bosch continues to adhere to the backwards compatibility until 2007, which is important for the user: The more than 20 million Bosch batteries for 18 V DIY and garden tools that are already on the market will remain compatible like the corresponding chargers. Bosch already offers a broad portfolio of cordless DIY and garden tools, and will systematically expand it in the coming years. Gardena is converting its entire 18 V product range to the Alliance battery system for the coming gardening season. All other partners are either already represented on the market by solutions powered by Bosch batteries or are gradually expanding their product range. In the Power for All Alliance, the companies will jointly drive forward the new flexibility for the entire home in future.

The opening and expansion of the cordless segment creates substantial added-value for the user and is an important growth driver for Bosch. "The demand for cordless tools is increasing continuously. In five years down the road, their share will already have risen from about 40 to 60 percent. The investment in our battery system is an investment in the future," said Henk Becker. The establishment of the Alliance is the prelude to a partnership with strong brands. Further manufacturers are already under discussion.

You can find further information about the Power for All Alliance at www.powerforall-alliance.com.

Press photos: #959052, #3071362, #3071380, #3071381, #3071382

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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 2019, its roughly 20,000 associates generated sales of 4.8 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 2020, 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 400,000 associates worldwide (as of December 31, 2019). The company generated sales of 77.7 billion euros in 2019. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. 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 facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. 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. Bosch employs some 72,600 associates in research and development at 126 locations across the globe, as well as roughly 30,000 software engineers.

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