

Consistent focus on users' needs: **Bosch drives innovation and opens battery platform**

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- ▶ Bosch Power Tools increases sales in 2019 by 3 percent to 4.8 billion euros
- ▶ Company launches more than 100 innovations on the market within one year
- ▶ "Home & Garden" division establishes battery alliance with Gardena in and around the home
- ▶ Forecast for 2020 difficult; outlook increasingly better

Stuttgart/Leinfelden-Echterdingen – Bosch Power Tools generated sales of 4.8 billion euros in over 180 countries with some 20,000 associates in the fiscal year 2019. This corresponds to a nominal growth of 3 percent (2 percent after adjusting for currency effects) year-on-year. The development in the accessories and measuring tools business was particularly positive.

Growth through innovations and cooperation

Bosch Power Tools successfully launched a total of more than 100 new products on the market in 2019, thereby demonstrating once again its innovative strength. The basis for these innovations is the consistent focus on users' needs. DIY users wish to realize themselves in their home and garden. This is what innovations such as the EasyCurvSander 12, which allows sanding from flat to round to curved surfaces, or the AdvancedCut 18 featuring NanoBlade technology for versatile and almost vibration-free sawing are designed for. Another example is the Atino from the measuring tool range – an innovative line laser with an integrated tape measure. For tradespeople, efficiency and effectiveness are the most important factors. Precisely these criteria are also used as a basis in product development. Current examples for this are the cordless Biturbo tools, which now provide performance levels which were previously only possible with corded tools, as well as the further extension of the X-Lock quick-change system which enables users to save valuable time and work more safely thanks to a simple tool-free change system. "Innovation is and will remain the basis of our success. We offer expertise gained over decades in the development and production of innovative power tools, garden tools, measuring tools and accessories. It will also be an important source of our growth in the future," said Henk Becker, President

of the Robert Bosch Power Tools GmbH. “The product road map for the next years is rich of innovations. We will launch numerous products on the market.”

Bosch Power Tools is actually even going one step further: The division is setting a new milestone and opening up to other manufacturers regarding the use of batteries and chargers. The development over the past years shows that cordless power tools and garden tools are becoming increasingly important. This is mainly due to the fact that they offer much more convenience than corded tools. Only one user need has largely remained unfulfilled so far: Compatibility between tools and batteries from different manufacturers. Bosch Power Tools has now addressed this need by opening its 18 V battery platform of the “Home & Garden” division for other manufacturers. Together with Gardena, the division has created the Power for All Alliance especially for use in and around the home: Power tools, garden tools and home appliances from Bosch, as well as products bearing the Gardena, Emmaljunga, Gloria, Wagner and Rapid brand names can be operated with just one and the same 18 V battery in future. This will save users money, space and time when purchasing products from the Power for All Alliance in the future. A pile of incompatible batteries and chargers from different brands will 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. Since the number of partner companies in the Alliance is being continuously extended, this will offer users an even wider application variety – and thus a further plus in flexibility.

Difficult forecast for 2020 – increasingly better outlook

In light of the corona pandemic and the associated uncertainties, it is difficult to make a forecast for the current financial year. “The economic environment was and is very challenging for our company. We must prepare ourselves to the fact that the next few months will also be characterized by a high level of market volatility,” said Henk Becker. Since the start of the year, construction sites, DIY stores and specialist retailers have been closing continuously all over the world as part of the official measures to contain the pandemic. “However, we are currently seeing an upward trend. In many countries, public life is gradually returning to normal and the demand for power tools and garden tools is rising. We are convinced that we will emerge from this crisis in a stronger position and will do everything in our power to attain this objective. The innovative strength firmly anchored in our DNA and our global positioning will help us do so,” said Henk Becker.

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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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