



Honored with renowned marketing prize: **Bosch Power Tools wins Best Brands Award**

February 25, 2021

PI 11289 PT MR

- ▶ Group division awarded prize in the category “Overall”
- ▶ Award based on representative consumer survey
- ▶ Top scores in terms of brand trust and cross-buying readiness
- ▶ Consistent user orientation as an important success factor

Stuttgart/Leinfelden-Echterdingen – Bosch Power Tools has won the reputed Best Brands Award in the overarching category “Best Brand Overall” for 2021 and was successful over other well-known global brands from different sectors. “We are very thankful for this extraordinary award – in particular, we would like to thank all of our users who have placed their trust in us. This award is a motivation to further focus consistently on our users’ needs and to offer them added value”, said Henk Becker, President of the Robert Bosch Power Tools GmbH.

The Best Brands Awards have been presented annually since 2004 and are based on cooperation between GfK, Seven.One Entertainment Group, Markenverband, WirtschaftsWoche, ZEIT Verlagsgruppe, RMS Radio Marketing Service, Media Impact and the Serviceplan Group. The awards were initiated to honor approaches in successful brand leadership and to provide a forum for trendsetting communication solutions. What makes the awards so special is that they are based on a representative consumer survey conducted by GfK. Two criteria are decisive: The actual economic success of a brand (“Share of Market”) as well as the attractiveness of the brand as perceived by consumers (“Share of Soul”).

Bosch Power Tools was able to convince the participants in several respects. 72 percent of the participants stated that they trust Bosch as a power tools brand – the highest rating across all brands. Satisfaction with the brand also led to the highest cross-buying readiness in the award.

Henk Becker attributes the award to several factors: “On the one hand, there is the consistent leadership of the corporate brand Bosch and its comprehensive promise of superior quality and broad sense of responsibility and, on the other

hand, there is our user-orientation and product brand strategy for power tools, power tool accessories and measurement tools. We took great care to implement the relevant brand promises in the marketing mix at all touchpoints of the user journey for DIY users in our green brand world and for professional users in our blue brand world, differentiating them from the competition. The basis of this is our innovation strength geared to the real needs of our users.” Bosch Power Tools successfully launches more than 100 product innovations every year on the market. In addition, many people focused on their homes in the last few months and have also invested in there, Becker said. This has further driven the demand for products for both DIY and professional users.

The Best Brands Awards 2021 ceremony took place on February 24 during a virtual event. In addition to the award in the category “Best Brand Overall”, Bosch Power Tools also made it in the Top 10 of the category “Best Brand Customer Centricity”.

Press photos: #2ddaaf55, #8f0dbabf

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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 394,500 associates worldwide (as of December 31, 2020). According to preliminary figures, the company generated sales of 71.6 billion euros in 2020. 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. At 126 locations across the globe, Bosch employs some 73,000 associates in research and development, as well as roughly 30,000 software engineers.

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