Press release

New head of sales and customers for the Bosch Mobility Solutions business sector

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- Effective February 1, 2022, Andreas Dempf will assume the newly created position of head of sales and customers for the Mobility Solutions business sector.
- Global responsibility for sales and customers.

Stuttgart – **Andreas Dempf** (52) is to assume global responsibility as head of sales and customers for the Mobility Solutions business sector effective February 1, 2022. In his new role, he will report directly to Markus Heyn (57), the member of the board of management of Robert Bosch GmbH who has been chairman of the Mobility Solutions business sector since January 2022. “In creating this new position, we want to strengthen our centralized customer approach and cross-domain sales of mobility solutions,” Heyn says. “This will enable us to respond even better to the ever faster changing needs of our customers in the automotive industry, while offering them customized technologies and solutions from a single source at the same time.” The Mobility Solutions business sector pursues the vision of safe, sustainable, and exciting mobility, offering its customers integrated mobility solutions in the domains of personalization, automation, electrification, and connectivity.

Andreas Dempf can look back on many years of experience in a wide variety of sales, product management, and marketing functions in the Bosch mobility-related divisions, as well as at Bosch headquarters. He is currently responsible for several major key accounts, as well as for original equipment sales in Germany and other European countries. In 1996, after completing a technically oriented degree in business administration at the University of Stuttgart, Dempf began his Bosch career in technical sales for active and passive safety systems.

Press photos: #37376e3c, #aa325212, #aca2de41, #37468657

Robert Bosch GmbH
Postfach 10 60 50
D-70049 Stuttgart,
Germany

E-mail Joern.Ebberg@de.bosch.com
Phone +49 711 811-26223
Twitter @joernebberg

Corporate Department
Communications & Governmental Affairs
Executive Vice President: Prof. Christof Ehrhart
www.bosch-press.com

Contact person for press inquiries:

Jörn Ebberg,

Phone: +49 711 811-26223

Twitter: @joernebberg

Mobility Solutions is the largest Bosch Group business sector. It generated sales of 42.1 billion euros in 2020, and thus contributed 59 percent of total sales from operations. This makes the Bosch Group one of the leading automotive suppliers. The Mobility Solutions business sector pursues a vision of mobility that is safe, sustainable, and exciting, and combines the group's expertise in the domains of personalization, automation, electrification, and connectivity. For its customers, the outcome is integrated mobility solutions. The business sector's main areas of activity are injection technology and powertrain peripherals for internal-combustion engines, diverse solutions for powertrain electrification, vehicle safety systems, driver-assistance and automated functions, technology for user-friendly infotainment as well as vehicle-to-vehicle and vehicle-to-infrastructure communication, repair-shop concepts, and technology and services for the automotive aftermarket. Bosch is synonymous with important automotive innovations, such as electronic engine management, the ESP anti-skid system, and common-rail diesel technology.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 395,000 associates worldwide (as of December 31, 2020). The company generated sales of 71.5 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 some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world.
With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength.
At 129 locations across the globe, Bosch employs some 73,000 associates in research and development, of which nearly 34,000 are software engineers.

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