



### Power tools, measuring technology and accessories on tour: **Bosch launches mobile experience world for professionals** New concept focusing on the requirements of commercial users

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- ▶ Bosch Pro Tour enables products and services to be experienced in an area of more than 200 square meters
- ▶ Showtruck on the road in Germany, Austria, and Switzerland
- ▶ Opportunities for testing, individual advice, and exchange of information for professionals of all trades

Professional tools from Bosch make daily work easier and safer for craftspeople. Professionals from the building, electrical, plumbing and heating, ventilation and air conditioning, metalworking, carpentry, joinery and facility management trades can now experience this for themselves: The Bosch Pro Tour brings the world of professional power tools, measuring equipment and accessories directly to its commercial users – with a large exhibition area, numerous usage stations and an innovative concept. The tour is centered around a modular 40-tons truck which will be deployed for the first time at the Holz-Handwerk European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts in Nuremberg from July 12th to July 15th, 2022, before it makes its way through Germany, Austria and Switzerland starting on August 13th. On board, the truck has the entire Bosch Professional product range, from battery-operated high-performance tools from the [Biturbo series](#), such as the world's most powerful 18V cordless screwdriver, the [GSR 18V-150 C Professional](#), through to the matching accessories from the Bosch [Expert product range](#).

#### **For professionals from professionals**

One indisputable advantage: Bosch offers professional tools and accessories from a single source. Visitors to the Bosch Pro Tour can find out for themselves at various sites. Craftspeople can experience almost dust-free working with the latest [GCM 18V-216 DC Professional](#) miter saw as well as powerful drilling with the [GBH 18V-36 C Professional and GBH 18V-45 C Professional](#) Biturbo hammers or precise measuring, e.g. using the robust laser measures

[GLM 100-25 C Professional and GLM 150-27 C Professional](#). The content of the tour is precisely tailored to the relevant target group at each location: Thanks to various modules in and around the truck, visitors can find products and practical examples relevant to them at every site. A total of 15 stations are available during full use and cater to the needs of the individual trades.

The truck is both showroom and workshop at the same time: The tools can be tested at everyday usage stations such as a roof truss, a reinforced foundation or on steel stairs under professional instruction. Trained specialist staff advise users on how to select the right products and on how to use them correctly and explain special functions for the health and safety of users, such as the X-Lock function for tool-free accessory changes on angle grinders or the automatic switch-off function for motors thanks to KickBack Control during unexpected rotations when drilling. Via digital expansions at individual stations, visitors can find out more product details, get information about application examples and test digital services. Food and drink from the food truck and various outdoor tasks, whereby professionals can compete against each other, create a relaxed atmosphere.

### **Further information**

By the end of this year, the truck will have stopped at around 30 locations, including large construction sites, trade fairs and in-house fairs or company premises. At selected sites, individual content will be transmitted via YouTube live streams and the Bosch Professional experience world will thus be made accessible for all interested professionals. This also includes industry experts and known influencers. An overview of all dates and locations can be found at [www.bosch-pro.link/tour](http://www.bosch-pro.link/tour). The tour is free of charge and does not require pre-registration.

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**Do you have questions or comments about this press release?**

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**Contact person for press inquiries:**

**Verena Baumann**

Phone: +49 711 758-4151

Email: [Verena.Baumann@de.bosch.com](mailto:Verena.Baumann@de.bosch.com)

*The Robert Bosch Power Tools GmbH, a division of the Bosch Group, is one of the world's leading providers for power tools, garden tools, power tool accessories and measuring tools. In 2021, its roughly 21,000 associates generated sales of 5.8 billion euros, about 80 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 2022, Bosch Power Tools will again launch more than 100 new products onto the market in its four business segments power tools, garden tools, accessories and measuring tools.*

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 402,600 associates worldwide (as of December 31, 2021). The company generated sales of 78.7 billion euros in 2021. 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 128 locations across the globe, Bosch employs some 76,100 associates in research and development, of which more than 38,000 are software engineers.*

*Additional information is available online at [www.bosch.com](http://www.bosch.com), [www.iot.bosch.com](http://www.iot.bosch.com), [www.bosch-press.com](http://www.bosch-press.com), [www.twitter.com/BoschPress](https://twitter.com/BoschPress).*