Press release

Robin Zimmermann to become Bosch's head of communications effective January 1, 2027

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Stuttgart, Germany – Robin Zimmermann (55) will take over as head of global corporate communications and governmental affairs at Bosch effective January 1, 2027. In this position he will report to the chairman of the board of management of Robert Bosch GmbH, Dr. Christian Fischer.

Zimmermann is joining from Siemens Energy, where he has been responsible for global corporate communications and brand management since the company's initial public offering in 2020. For a time, governmental affairs were also part of his area of responsibility. He oversaw the initial public offering and the successful positioning of Siemens Energy as one of the world's leading energy technology companies and a key player in the energy transition. Among his areas of focus were strategic brand management, including the imminent rebranding of Siemens Energy to Omterra; the communication of far-reaching transformation and change processes; and reputation and crisis management. Moreover, he drove the AI-powered transformation of the communications function.

"We want to unlock Bosch's full potential so that we can hold our own in an increasingly challenging environment. To that end, we are strengthening our commitment to corporate responsibility, speeding up decision-making, and building even closer relationships with our customers. Communications and government relations play an important role in this regard – both in successfully managing change within the company and in our dialogue with our external stakeholders. Robin Zimmermann brings comprehensive experience in this," says Dr. Christian Fischer, chairman of the board of management of Robert Bosch GmbH.

Before joining Siemens Energy, Zimmermann held senior communications positions at Siemens, thyssenkrupp, and TUI.

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The Bosch Group is a leading global supplier of technology and services. It employs roughly 413,000 associates worldwide (as of December 31, 2025). The company generated sales of 91 billion euros in 2025. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, digitalization, electrification, and artificial intelligence. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in hardware, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture intelligent and user-friendly products. With technology that is "Invented for life," Bosch wants to help improve quality of life. The Bosch Group comprises Robert Bosch GmbH and its roughly 500 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch's innovative strength is key to the company's further development. Bosch employs some 82,000 associates in research and development.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a limited liability company with a charitable purpose. The remaining shares are held by Robert Bosch GmbH and by a company owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG. It is entrusted with the task of safeguarding the company's long-term existence and in particular its financial independence – in line with the mission handed down in the will of the company's founder, Robert Bosch.

Additional information is available online at www.bosch-press.com, www.bosch.com.