



Bosch gives the energy transition a home

In a new image film, Bosch Thermotechnology underlines the importance of the home as the origin of the energy transition

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In pandemic times, the home as a place of safety and security takes on a special significance. According to a GFK survey conducted in March 2021, 62 percent of German citizens, when asked what they would do if they were again unable to travel in the summer of 2021, answered that they would prefer to make themselves comfortable within their own four walls again. And afterwards? The current image film from Bosch Thermotechnology thinks further about the role of the home, beyond the pandemic. The home is the origin of the global energy revolution. In the film, a family, a best-ager couple and a café owner draw attention to the fact that their home must not only be a safe place, but above all a climate-friendly place. Bosch Thermotechnology offers suitable and at the same time energy-saving heating or air conditioning solutions for almost every home in the world, making the home the starting point for the necessary climate protection. In the film, Bosch shows its multi-technology approach to the energy turnaround in the building sector: this represents both electrification through heat pump technology and CO₂-neutral solutions with hydrogen as an energy carrier, which are particularly important in the modernisation of buildings.

Bosch Thermotechnology drives the energy transition in buildings

Dr. Ralf Steinbach, Head of Marketing at Bosch Thermotechnology, on the new image film: "Without decisive emission reductions in the building sector, i.e. in the 'home', Europe and the world will not achieve their ambitious climate targets. Bosch Thermotechnology supports people around the world in their search for energy-saving heating and air conditioning solutions, no matter what their home looks like today." The idea for the film came from Jeschenko MedienAgentur Berlin, which advises Bosch Thermotechnik on PR and social media. Direction and production were in the hands of PS Film, Berlin. After an internal kick-off, the film will be shown worldwide on the Bosch Thermotechnology websites and social networks from May.

You can watch the film here:

<https://youtu.be/zWnHFrJFLtA>

Press photos

(Reprinting for editorial purposes is free of charge with the note "Photo: Bosch Thermotechnology"):



Press photo #9f5e5e57

Dr. Ralf Steinbach, Vice President Marketing and Brandmanagement,
Bosch Thermotechnik GmbH



Press photo #f634ef63

Scene 1 from Bosch Thermotechnik Image Film 2021



Press photo #12ce8446

Scene 2 from Bosch Thermotechnik Image Film 2021



Press photo #9314f29f

Scene 3 from Bosch Thermotechnik Image Film 2021



Press photo #05aae948

Scene 4 from Bosch Thermotechnik Image Film 2021

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Bosch Thermotechnik is a leading European manufacturer of energy-efficient heating products and hot water solutions. In fiscal 2020, the company generated sales of about 3.5 billion euros (36 percent outside Germany) and employed approx. 14,000 people. Bosch Thermotechnik has strong international and regional brands and manufactures a diversified product range in Europe, America and Asia.

Additional information is available online at www.bosch-thermotechnik.de

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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