



Development center officially opened in Mexico **Bosch strengthens its software development presence in Americas** Programming and service for local needs

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- ▶ Cross-sector high-tech software solutions and engineering services for local customers
- ▶ Initial investment of approx. 5 million dollars, creating 200 new jobs

Stuttgart/Guadalajara – Bosch has opened its first center for software development and engineering services in North America in Guadalajara, Mexico. As a first stage, it plans to invest some 5 million U.S. dollars in the 1,800 square-meter IT location in Mexico’s second-largest city, with the initial creation of over 200 engineering jobs. “Our investment in Guadalajara underscores our confidence in the region and Mexico’s strategic importance as a manufacturing and development location,” said [Werner Struth](#), member of the Bosch board of management with responsibility for the Americas, at the opening ceremony. “With this step, we want to expand our local software development and engineering services in the Americas, bringing us closer to our customers.” The international technology and services company already employs more than 300 local engineers, who adapt Bosch products such as electric drives, starters, and generators to the needs of North American customers.

The development center in Guadalajara will offer cross-sector programming and application services – primarily to the automotive industry and other Bosch locations in the Americas. These services will include the development and validation of hardware and software for the electronic control units used in automobiles. The center is currently situated on rented premises. In 2016, it is due to become part of the planned “Ciudad Creativa Digital” industrial park, a Mexican government initiative to encourage digital high-tech companies from industries such as software and electronics to settle in the area. Guadalajara, capital of the state of Jalisco, beat out the competition from eleven other Mexican cities to be

chosen as the most attractive location for the project. Clinching arguments in its favor were its well-developed infrastructure and highly qualified workforce.

Bosch in Mexico

Bosch has invested a total of around 370 million euros in Mexico over the past ten years and is looking to further expand its activities there in the years to come. “The conditions in Mexico are ideal: a highly skilled workforce, well-developed infrastructure, and an excellent business environment,” says Struth. Many customers – particularly from the automotive industry – already have plants in the country or have plans to locate new production facilities with increasing manufacturing depth there. On top of this, the North American free trade zone NAFTA and over 40 additional trade agreements with other countries create excellent conditions for international business.

Bosch has had a presence in Mexico since 1955. In 2012, it had sales of more than 700 million euros there. Over the past ten years, Bosch’s Mexican workforce has more than doubled to its current size of over 10,000 associates. All four Bosch business sectors – Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology – are represented in Mexico. In total, the company has eight manufacturing facilities in the country. The largest plants are situated in Toluca and Juarez.

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The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, its roughly 281,000 associates generated sales of 46.4 billion euros in 2013 (Note: due to a change in the legal rules governing consolidation, the 2013 figures can only be compared to a limited extent with the 2012 figures). Its operations are divided into four business sectors: Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its more than 360 subsidiaries and regional companies in some 50 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2013, Bosch applied for some 5,000 patents worldwide. The Bosch Group’s products and services are designed to fascinate, and to improve the quality of life by providing solutions which are both innovative and beneficial. In this way, the company offers technology worldwide that is “Invented for life.”

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 up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com, www.bosch-press.com and <http://twitter.com/BoschPresse>