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**Broad portfolio of products and brands: optimal
solutions for professional users, today and in the
future**

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Divisional Board at Robert Bosch GmbH

at the Automechanika Press Conference

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Check against delivery.

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Ladies and gentlemen,

I would also like to extend a warm welcome to our press conference. As Mr. Thomas already mentioned, I would like to address several topics in detail. More precisely, my presentation today will focus on the following questions:

- Where do we stand following the takeover of SPX Service Solutions?
- And how are we moving forward with our products and services? In other words, what are the highlights of our portfolio? What are the innovations? What are we unveiling at this year's Automechanika?

First, I would like to talk about Automotive Service Solutions. We founded this product segment two years ago after we acquired SPX Service Solutions. This made integration easier, as the new segment pools our entire diagnostics and service business. Today, we can say that the integration of SPX Service Solutions was a complete success.

Automotive Service Solutions currently employs about 3,500 associates, the majority of whom previously worked for SPX Service Solutions. It thus makes perfect sense that Tanvir Arfi, who headed SPX Service Solutions for many years, is now president of the new product segment. Automotive Service Solutions is still located in Livonia, Michigan. As a result of the takeover, we have expanded and improved our diagnostics and service segment. Moreover, we have strengthened our independent business in North America, and expanded our OES business. Establishing an agile, market- and customer-oriented

segment was another important aim of the integration process. We have successfully done this. Today, the Automotive Service Solutions team is an international network of highly motivated associates who cooperate with one another around the world. Feedback from our new colleagues in the United States clearly demonstrates that global cooperation is working very well. After the integration, a large number of associates told us: “We don’t feel like we’ve been acquired, we feel like we’re part of the family.”

Fast and lasting integration was important to us for other reasons as well. Automotive Service Solutions is an essential part of Bosch Automotive Aftermarket’s growth strategy. The more electronics are built in to the car, the greater the need for diagnostics technology. We meet this need with a well-structured portfolio of brands and products. You will see just how sound our offer is when you visit our stand. For the first time ever, our Robinair climate services specialist is represented. The company offers an innovative and comprehensive program of climate service devices and accessories. With its diagnostic devices and special tools, OTC is also here. Beissbarth, our workshop equipment specialist, is presenting its precise wheel measurement and testing technology. And Sicam, the manufacturer of tire service equipment, is also presenting its products at our stand. The high number of brands and products reflects our market position: in the diagnostics and service segment, we have a broad set-up and offer solutions for almost every challenge a workshop may face.

To give you an idea of what these solutions look like, allow me to give you a few examples. As you know, vehicle networking is

playing an increasingly important role. The benefits for drivers are clear: connected mobility makes driving safer, improves road traffic, and offers greater comfort. We want our customers to take advantage of the internet of things and services in the workshop as well. Mr. Thomas has already described what this could look like: the workshop would be aware of the status of individual vehicle components well before the car came to the workshop. This would reduce costs and ensure greater convenience. To achieve this, we must be able to create the connected workshop in addition to the connected vehicle.

We are already offering workshop solutions that enable them to benefit from networking and thus offer drivers modern and convenient services. Our augmented reality applications are a very special example: they make it possible to enhance reality with additional information. What exactly does this mean? With augmented reality solutions, smart phones and tablets gain virtual x-ray vision of sorts. If workshop employees point their mobile devices at paneling in the vehicle, the corresponding app displays the components behind it. At the same time, additional information such as work instructions, required tools, or even training videos are shown. This information makes the repair process easier, as the next work steps are clearly planned and unnecessary assembly work can be avoided. What is more, this type of support also allows less experienced staff to carry out complex repairs. For us, all of this is just the first step toward augmented reality. We see major potential for additional solutions, for instance in the areas of technical training or service.

While augmented reality reduces costs by preventing unnecessary work steps, our remanufacturing offer cuts the cost of replacing electronic components. But that isn't the only advantage: the environment also benefits from our remanufacturing solutions. This is why the program was awarded the "Green Directory" special prize at this year's Automechanika – with more points than any other candidate. Thanks to our remanufacturing offer, workshops have access to reconditioned devices. Drivers pay two to three times less for these products than for new ones, and get the same high quality. At the same time, the process protects the environment, as reconditioned components require 90 percent less energy than manufacturing new ones. Material use is also 50 to 90 percent lower.

Workshops are not the only ones to benefit from our products and services. Our portfolio also includes solutions for trucks and bikes, as well as devices for the DIY segment. For instance, our diagnostic tester allows automotive technology enthusiasts to read error codes from their vehicles' engine management system. It can also provide information about the fuel system and catalytic converter. Car fans can even access their diagnostic data via a smart phone app.

Certainly, connectivity opens up many opportunities. But we haven't forgotten that the majority of vehicle components are still analog. This is why we also continuously optimize conventional components. Our new windshield wipers and brake pads are two examples. For our new Aerotwin Plus wiper blade, we have developed a new coating that makes the rubber lip far more resistant. And with an innovative adapter concept, the wiper blades can now be used more flexibly than ever. In fact,

they can replace more than 100 vehicle-specific wiper blade sets. We are also using new materials in brake pads that enable copper-free pads. Here, too, we are not compromising on quality. The new, copper-free brake pads meet the same high standards as original equipment.

Ladies and gentlemen, today I have given you a brief look at a broad portfolio. With our parts, bytes, and services, we offer diverse solutions that show promise for the future, and we are well prepared for the years to come. One impressive figure shows just how well: every day, some 200,000 vehicles around the world are repaired at Bosch Car Service workshops. This means that every day, 200,000 drivers trust the experience and know-how that the Bosch name stands for. In a recent survey on the German market, Bosch Car Service was named the strongest brand among workshops. A trade magazine called the Bosch brand “more dynamic, honest, modern, likeable, and uncomplicated than any of its competitors” and described Bosch Car Service as being in a “class of its own”.¹ As you can see at our stand, we are doing everything in our power to make sure that it stays that way in the future.

Thank you for your attention.

¹ „W&V Online“:
http://www.wuv.de/marketing/markenstaerke_von_autowerkstaetten_bosch_service_schraubt_sich_hoch

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The Automotive Aftermarket division (AA) provides the aftermarket and repair shops worldwide with a complete range of diagnostic and repair shop equipment and a wide range of spare parts – from new and exchange parts to repair solutions – for passenger cars and commercial vehicles. Its product portfolio includes products made as Bosch original equipment, as well as aftermarket products and services developed and manufactured in-house. More than 18,000 associates in 150 countries, as well as a global logistics network, ensure that some 650,000 different spare parts reach customers quickly and on time. In its “Automotive Service Solutions” operations, AA supplies testing and repair-shop technology, diagnostic software, service training, and information services. In addition, the division is responsible for the “Bosch Service” repair-shop franchise, one of the world’s largest independent chains of repair-shops, with some 16,500 franchises. In addition, AA is responsible for more than 800 “AutoCrew” partners.

Additional information can be accessed at www.bosch-automotive.com.

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.”

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