

## Bosch Power Tools and Chicago Cubs Hit a Home Run with 2024 Partnership

March 26, 2024  
PI 220

**MT. PROSPECT, Ill. (March 26, 2024)** – [Bosch Power Tools](#) and the Chicago Cubs today announced a new sponsorship agreement, solidifying the brand's position as the club's Official Power Tools, Power Tool Accessories and Measuring Tools Partner.

The partnership between Bosch Power Tools and the Cubs acknowledges and extends the home-state pride of the two organizations and their shared principles of hard work, drive and deep commitment to community. For the 2024 regular season, Bosch Power Tools will have in-ballpark signage for the 2024 season as well as in-game video board features and daily rotational signage on the iconic Wrigley Field Marquee.

"This is a natural fit between two organizations rooted in Chicagoland whose strong brands share the same DNA of hard work and community purpose," said Teresa Sabatino, Director of Brand Marketing Power Tools North America. "We're looking forward to showing our appreciation for the city's hard workers in the stands and on the field all season long."

In a nod to the versatile performance it takes to win on the field or at the jobsite, Bosch Power Tools will serve as the presenting sponsor of the Cubs' new "5-Tool Performance" social content series which will spotlight Cubs players throughout the season, showcasing their five "baseball tools" from speed, hitting, hitting for power, fielding and arm strength. Fans will be able to watch the new content series on Cubs social media channels.

"The partnership between Bosch Power Tools and the Cubs is forged by the common denominator of giving it your all whether on the field or on the job," said Alex Seyferth, Vice President of Corporate Partnerships, Cubs. "We're proud to partner with Bosch Power Tools and align with a historic brand that has a standard for performance, innovation and reliability."

Off the field, Bosch Power Tools is committed to supporting trade workers across the country and making meaningful connections with those in need. For more information on new Bosch Power Tools products and other community initiatives, visit [pressroom.boschtools.com](https://pressroom.boschtools.com) or connect with Bosch Power Tools on [Facebook](#), [Instagram](#) and [TikTok](#).

**Press photos and infocharts are available on the Bosch Media Service at [us.bosch-press.com](https://us.bosch-press.com).**

### Contact:

### Contact person/s for press inquiries:

Robert Bosch LLC    E-mail    [Tim.Wieland@us.bosch.com](mailto:Tim.Wieland@us.bosch.com)  
38000 Hills Tech Drive Phone    +1 248-876-7708  
Farmington Hills, MI  
48331

Communications and Brand Management –  
Region USA

[us.bosch-press.com](https://us.bosch-press.com)

Kasia Kedzierska  
[Kasia.Kedzierska@us.bosch.com](mailto:Kasia.Kedzierska@us.bosch.com)

### **About Bosch**

*Having established a presence in North America in 1906, today the Bosch Group employs 42,000 associates in more than 100 locations in the North American region (as of Dec. 31, 2023). Bosch generated consolidated sales of \$16.5 billion in the U.S., Mexico and Canada in 2023. For more information visit [www.bosch.us](http://www.bosch.us), [www.bosch.mx](http://www.bosch.mx) and [www.bosch.ca](http://www.bosch.ca).*

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 429,000 associates worldwide (as of December 31, 2023). The company generated sales of \$99 billion in 2023. 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, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, 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 user-friendly, sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 470 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. At 136 locations across the globe, Bosch employs some 90,000 associates in research and development, of which nearly 48,000 are software engineers.*

*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 charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation 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.com](http://www.bosch.com), [www.iot.bosch.com](http://www.iot.bosch.com), [www.bosch-press.com](http://www.bosch-press.com).*

*Exchange rate: 1 EUR = 1.0818*