

## **Bosch returns to the Big Game featuring Guy Fieri as ‘Just a Guy’ to show that “The More You Bosch, The More You Feel Like A Bosch”**

February 5, 2026

PI 287

New ad spot comedically debuts the iconic Guy Fieri without his signature look and demonstrates the power of Bosch Power Tools and Home Appliances

- ▶ Bosch taps Guy Fieri to bring to life the confidence, strength and power consumers feel when they use Bosch Power Tools and Home Appliances.
- ▶ The Big Game spot is a continuation of Bosch's investment to grow its Consumer Goods business sector in the United States.
- ▶ Developed together with creative ad agency Droga5, the campaign will feature physical manifestations of “Like a Bosch” with content planned throughout the year.
- ▶ Bosch and Lowe’s are planning a big year together with activations, discounts and exclusive products

**Detroit, MI** - For the second consecutive year, Bosch is taking center stage at the Big Game, spotlighting its home appliances and power tools with a new ad featuring Guy Fieri as an almost unrecognizable version of himself. For the first time in his career, Fieri loses his signature look – spiked blond hair, goatee and bold style – and transforms into “Justaguy” Fieri, a brown-haired, clean-shaven ordinary guy. When he uses Bosch products, Fieri transforms back into his signature look to showcase how innovative home appliances and power tools leave people feeling “like a Bosch.”

In the ad, we see Justaguy Fieri, turn into Guy Fieri when he uses Bosch in the kitchen and on the job site, including:

- ▶ When Justaguy grabs the handle of his Bosch refrigerator, he instantly embodies Guy’s signature swagger – complete with spiked hair, sunglasses and food fresher up to three times longer – thanks to Bosch’s VitaFresh® pro.

- ▶ When hosting, Justaguy prepares sad bologna sandwiches for disappointed guests. But when he uses his Bosch 800 Series induction cook top, Guy fires up a delicious bananas foster.
- ▶ Justaguy hardly knows what to do on the job site - but with a Bosch Circular Saw and Bosch Nailer... Justaguy Fieri becomes Guy Fieri, building stuff... cool stuff.
- ▶ Justaguy Fieri transforms into Guy Fieri the moment he uses his Bosch dishwasher with CrystalDry™ technology – highlighting how Bosch delivers dishes that are not just clean, but capital-D dry, with the confidence to go straight from the dishwasher to “Cabinet Town.”
- ▶ Even Guy’s dog – Cash – makes an appearance, transforming into a “Bosch” with blonde spiky hair, diamond chain and matching Guy Fieri coat.

“I’ve been a long-time Bosch guy,” said Guy Fieri. “In the kitchen and around the ranch, these are products that my family and I reach for, so working with the brand was a no-brainer. Once I hit the set and got to know the Bosch folks, I learned just how committed to excellence their team is, from their products to their productions. I can’t wait to help fans feel more like a ‘Bosch.’”

The ad is a spotlight for the brand's [multi-year campaign](#), “The More You Bosch, The More You Feel Like A Bosch,” and will come to life across various pieces of content featuring Fieri. His inclusion will introduce another hero to the lineup of “Bosches” portrayed by everyday people using Bosch Power Tools and Home Appliances.

“The campaign is focused on demonstrating how our products elevate the lives of home appliance and power tool consumers,” said Paul Thomas, president of Bosch in North America and president of Bosch Mobility, Americas. “The continuation of our commitment to the Big Game reflects our focus to grow in the United States for 2026 and beyond.”

Bosch will have dedicated marketing product plans across owned, paid and earned channels with a focus on the new campaign creative. An extended version of the Big Game ad can be viewed [HERE](#).

“Returning to the Big Game stage is an exciting milestone for Bosch,” said Boris Dolkhani, Bosch CMO. “We continue to push creative boundaries and collaborating with exceptional talent – like Guy Fieri – allows us to further showcase how our products are ‘invented for life’ with consumers in a fresh, memorable way.”

The Bosch :30 ad will air during the 2<sup>nd</sup> quarter of the Big Game and is available to view here:

- ▶ Watch the :30 version of the Big Game ad: [https://youtu.be/Onlw\\_t6hxJ0](https://youtu.be/Onlw_t6hxJ0)
- ▶ Watch the extended :45 version of the Big Game ad:  
<https://youtu.be/Nlbs8I3WWIM>
- ▶ Watch the Bosch Big Game teaser:  
[https://www.youtube.com/watch?v=3MPUxZF\\_tE](https://www.youtube.com/watch?v=3MPUxZF_tE)
- ▶ Watch the Bosch Big Game out-takes: [https://youtu.be/nHc9Y\\_t6md8](https://youtu.be/nHc9Y_t6md8)
- ▶ Watch the Bosch Big Game behind-the-scenes footage  
<https://youtu.be/d1xSA4P3D1s>.

### **Focused on growth in Consumer Goods business**

In its Consumer Goods business sector, Bosch is doubling down on growth with multiple planned new product launches in the power tools and home appliances categories tailored to the U.S. market. Innovations include the total kitchen offering from Bosch Home Appliances and an increased focus on Next-Gen EXPERT 18V Battery Platforms and 18V cordless tools from Bosch Power Tools.

The ad spot and Fieri's personality boldly reinforce the growth of Bosch's home appliance presence in North America, highlighting the celebrated brand's precision engineered products that make life easier, better and more enjoyable across the entire home. And as the mayor of "Flavortown USA," he is reminding viewers that Bosch is where fans can create their dream kitchen featuring premium, high-quality appliances – from cooling, cooking, dish care to coffee and more. The coming year will also continue to build momentum for the brand and zero in on just why consumers and celebrity chefs alike can feel "like a Bosch" at home.

Bosch Power Tools is reaffirming its leadership in jobsite innovation with the announcement of 60 new products, set to launch over the course of 2026. This extensive rollout introduces robust solutions designed for trade professionals across three critical areas: a fully integrated concrete portfolio, an advanced EXPERT 18V battery platform and significant expansions into Outdoor Power Equipment and Modular Storage. Thoughtfully engineered to truly meet the needs of today's trade professionals, who increasingly seek more flexibility and durability on the jobsite, these additions build on Bosch's robust 18V platform that's designed for uncompromising performance, durability and versatility. The next-generation EXPERT 18V batteries are Bosch's most advanced to date, featuring cutting-edge cell technology and jobsite-ready durability for enhanced performance and runtime. Both the new Outdoor Power Equipment line, powered by the 18V platform for landscaping and exterior tasks, and the Modular Storage System, offering professional organization and mobility, exemplify Bosch's unwavering commitment to empowering professionals.

### **Activations, discounts and exclusive products together with Lowe's**

To celebrate the kick-off of a big year, Bosch is collaborating with Lowe's, the Official Home Improvement Partner of the NFL, to get fans up close and personal with Bosch products.

Bosch Power Tools will participate in the Lowe's Earn Your Sunday Tour at the Super Bowl Experience with an activation to showcase the Bosch Green-Beam Self-Leveling Laser. Fans will be able to measure up against the Lowe's home team players.

In addition, Lowes will be hosting Bosch Days, a promotional period on Lowes.com with specific online-only product discounts\* on select Bosch Power Tools:

- ▶ 2/5-2/11: Free select 18V tool with the purchase of a 2-pack 4-Ah battery starter kit
- ▶ 2/5-2/18: \$100 off select 18V tools and lasers (only applicable for My Lowe's Rewards members)
- ▶ 2/12-2/18: Free select PROFACTOR™ tool when with the purchase of an 8-Ah starter kit

**All promotions available ONLINE at [www.lowes.com](http://www.lowes.com) only.**

Bosch Home Appliances, which features the world's No. 1 dishwasher brand\* is offering its Hybrid Tub dishwashers exclusively at Lowe's. The lineup, assembled by a dedicated production line in Bosch's manufacturing facility in New Bern, North Carolina, features a unique combination of stainless-steel and polypropylene – blending durability, quiet operation and heat retention. From advanced filtration, precision spray arms to sleek, modern aesthetics, the product lineup is designed to appeal specifically to Lowe's customers. The attractive price points of the appliances are designed to bring Bosch's precision engineering to first-time homeowners, rental property owners and others within reach.

To take advantage the Lowe's exclusive dishwasher lineup, and to discover many of the brand's celebrated products that make life better across the entire kitchen and the home, please visit [www.lowes.com/bosch](http://www.lowes.com/bosch). To find additional retailers for Bosch home appliances, visit the Bosch home appliances [store locator](#).

**Agency Credits:**

- ▶ Creative ad agency Droga5 developed the overall creative for the teaser, final ad and sustained multi-year campaign.
- ▶ Phaeton and Zeno supported public relations efforts.
- ▶ Carat led the Big Game media buy and developed the paid strategy.

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

**Contact persons for press inquiries:**

Tim Wieland – Overall Bosch brand campaign, Bosch in the United States  
[Tim.Wieland@us.bosch.com](mailto:Tim.Wieland@us.bosch.com)

Jordan Keller – Bosch Power Tools in the United States  
[Jordan.Keller@us.bosch.com](mailto:Jordan.Keller@us.bosch.com)

Andrew de Lara – Bosch Home Appliances in the United States  
[Andrew.deLara@bshg.com](mailto:Andrew.deLara@bshg.com)

*\*While supplies last. Selection may vary by location. MyLowe's Rewards™ Program subject to terms and conditions. See [Lowe's.com/terms](https://Lowe's.com/terms) for details. Subject to change.*

*\*\*Source: Euromonitor International Limited; Consumer Appliances, retail volume sales 2016-2024*

**About Bosch**

*Having established a presence in North America in 1906, today the Bosch Group employs around 38,000 associates in more than 100 locations in the North American region (as of Dec. 31, 2024). According to preliminary figures, Bosch generated consolidated sales of \$18.7 billion in the U.S., Mexico and Canada in 2025. For more information visit [www.bosch.us](https://www.bosch.us), [www.bosch.mx](https://www.bosch.mx) and [www.bosch.ca](https://www.bosch.ca).*

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 412,000 associates worldwide (as of December 31, 2025). According to preliminary figures, 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, 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 490 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 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](http://www.bosch-press.com), [www.bosch.com](http://www.bosch.com).

Exchange rate: 1 EUR = 1.1297