

Bosch Names Juergen Peters Regional President of Car Multimedia, North America

March 1, 2012

FARMINGTON HILLS, Mich. – Robert Bosch LLC has named Juergen Peters regional president for the car multimedia division, North America, effective January 2012. In this position, Peters is responsible for all operational activities in automotive navigation systems, instrument systems and vehicle connectivity in North America.

With nearly 10 years of sales responsibility as a vice president for a variety of European customers, Peters most recently served as executive vice president, original equipment sales to Chrysler Group LLC, serving as Bosch's primary liaison with Chrysler. In this position, Peters was responsible for relationship management, planning and customer strategy.

Since joining Bosch in 1986, Peters has held positions of increasing responsibility, including application engineering and project management of chassis systems products with domestic and non-domestic customers, both in the U.S. and Germany. Before joining Bosch, Peters worked in Germany as a technician for passenger cars, engines and race cars with Volkswagen, Audi and Porsche.

Peters started as an automotive technician, before advancing his academic education with degrees in mechanical engineering and business administration.

Click [here](#) for a high resolution photo.

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In the U.S., Canada and Mexico, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial drives and control technology, power tools, security and communication systems, packaging technology, thermotechnology, household appliances, solar energy, healthcare telemedicine and software innovations. Having established a regional presence in 1906, Bosch employs over 22,500 associates in more than 100 locations, with sales of \$9.8 billion in fiscal year 2011, per preliminary figures. For more information, visit www.boschusa.com.

The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, more than 300,000 associates generated sales of 51.4 billion euros (\$71.5 billion) in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal year 2011. The Bosch Group comprises Robert Bosch GmbH and its more than 350 subsidiaries and regional companies in some 60 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. Bosch spent more than 4 billion euros (\$5.5 billion) for research and development in 2011, and applied for over 4,100 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial. Further information is available online at www.bosch.com and www.bosch-press.com.

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