

Annual financial results 2014 **Bosch sees strong growth in North America**

July 8, 2015

- ▶ Bosch's North American sales reach \$11.3 billion
- ▶ Sales growth in Mobility Solutions and Industrial Technology sectors continues; Consumer Goods and Energy and Building Technology remain steady
- ▶ Number of associates increases to more than 28,700 (as of April 2015)

FARMINGTON HILLS, Mich. – Bosch, a leading supplier of technologies and services, registered consolidated sales of \$11.3 billion (8.5 billion euros) in the North American region in 2014. This accounted for 17 percent of the Bosch Group's sales and represents a total increase of 8.7 percent in the U.S., Canada and Mexico.

“We are pleased with the strong level of sales for Bosch in North America,” said Mike Mansueti, president of Robert Bosch LLC. “The growth of our sales shows the strength of our company and the importance of this region to Bosch's global development.”

The Bosch Group employs more than 28,700 associates, as of April 2015, in more than 100 locations across North America. This figure includes associates from BSH Hausgeräte GmbH (formerly BSH Bosch und Siemens Hausgeräte GmbH) and Robert Bosch Automotive Steering GmbH (formerly ZF Lenksysteme GmbH), as Bosch completely acquired these joint ventures. In March 2015 Bosch announced a plan to hire approximately 1,000 graduates in North America.

Continuous investment in the region

In 2014 Bosch invested \$235 million (177 million euros) in North America, equating to 11 percent of the 2.6 billion euros Bosch spent globally. These funds were used for expansions in Bethlehem, Pennsylvania; Fountain Inn, South Carolina; Plymouth, Michigan; and several locations in Mexico.

By further investing in the facilities across the region, Bosch continuously strengthens its manufacturing and engineering capacity in the country.

In North America around 2,000 associates work in R&D to develop products and solutions that are “Invented for life.” Globally, there are 45,700 R&D associates, and of these, one-third are software engineers.

Strong development of Mobility Solutions business sector

The Mobility Solutions business sector in North America grew nearly 10 percent to \$8.0 billion in 2014. Renamed from Automotive Technology, the Mobility Solutions sector offers technology not only for automobiles but also for off-highway applications, two-wheelers, shipping, rail transportation and more. The sector is focused on automated, electrified and connected vehicles.

As one of the world’s largest providers of mobility solutions, Bosch has been working on automated driving since 2011 at two locations – Palo Alto, California, and Abstatt, Germany. The teams at the two locations can draw on a worldwide network of more than 5,000 Bosch engineers in the field of driver assistance and safety systems. The motivation behind the development at Bosch is safety. Worldwide, an estimated 1.3 million traffic fatalities occur each year, and the numbers are rising. In approximately 90 percent of cases, human error is the cause.

Last year, Bosch’s Automotive Aftermarket division launched the Bosch *Xperience* mobile tour, which brings future automotive technology to sales and service professionals. Three mobile units made stops throughout the United States, providing hands-on product discussion and a virtual ride inside key Bosch systems using leading-edge virtual reality goggles.

Industrial Technology business sector achieves double-digit growth

The Industrial Technology business sector’s sales in North America in 2014 amounted to \$1.6 billion, a 14 percent increase. This sector includes the Packaging Technology division and Bosch Rexroth, which makes drive and control technology.

Bosch showcased two processing and packaging solutions at the PACK EXPO International in Chicago – Seamless Systems, designed to maximize overall equipment effectiveness, and the Module++ lines, which integrate the company’s proven modular machines for adaptable and scalable solutions.

Stable demand for Bosch’s Consumer Goods business sector

Consumer Goods remained stable with sales in North America at \$1.2 billion in 2014. This sector comprises the Power Tools and Home Appliances divisions.

Bosch Home Appliances was recognized with the U.S. Environmental Protection Agency's 2014 ENERGY STAR Partner of the Year – Sustained Excellence award. The award acknowledges the company's long-term commitment to water and energy efficiency through its manufacturing of efficient kitchen appliances. Bosch manufactures the most energy-efficient dishwasher in the U.S., the Bosch Benchmark Series dishwasher.

Bosch's Dremel® brand introduced the 3D Idea Builder, a 3D printer designed for home users, educators and small businesses. The Idea Builder is easy-to-use, reliable, safe and supported with world-class customer service. The Idea Builder is designed to inspire and empower any user to build on their own ideas or ideas inspired by a growing community of Makers and 3D enthusiasts.

Stable development of Energy and Building Technology business sector

In 2014, the Energy and Building Technology business sector was in line with the prior year in North America. This sector encompasses Bosch's Thermotechnology division and the Security Systems division, in addition to energy efficiency solutions.

The Solaire Energy Smart Apartment Homes complex, featuring a Bosch geothermal heat-pump system, opened in Brighton, Colorado, in 2014. This system delivers highly energy-efficient heating and cooling, enabling the tenants of the 252 residential units to realize a significant reduction in energy costs.

Sustainability, environment and future workforce

Bosch is committed to corporate social responsibility and focuses activities in four key areas – environment, products, associates and society.

- In 2014, the Bosch Community Fund (BCF) granted more than \$2 million to 501(c)(3) organizations to further initiatives in STEM (science, technology, engineering and math) education, environmental education and conservation, impacting more than 17 U.S. communities where Bosch associates live and work.
- The BCF's Bosch Energy, Science and Technology (BEST) Grant program competitively awards mini-grants to K-12 teachers for the implementation of innovative classroom projects that align with STEM or the environment. In 2014, nearly \$70,000 was awarded to support approximately 70 teachers in three U.S. communities.
- In support of an ongoing environmental sustainability program in North America, Bosch achieved a 30 percent reduction in waste disposal,

a 13 percent reduction in water usage, and a 4 percent reduction in carbon dioxide emissions, compared with 2013.

Bosch Group business outlook for 2015

The Bosch Group expects global sales to grow within an exchange rate-adjusted range of 3 to 5 percent in 2015. Speaking at the company's annual press conference in Germany, the Bosch Group's CEO Volkmar Denner said: "Our economic and technological strength in established business fields is enabling us to tap into new market segments." Web-enabled products and internet-based services are one of the focal points of the company's future business. "We are driving connectivity forward in all our business sectors and playing an active role in shaping it," Denner added. In 2014, Bosch launched many new products and connected solutions, including software solutions for smart heating systems and buildings as well as for connected industry and connected mobility. With the complete acquisitions of BSH Hausgeräte GmbH and Robert Bosch Automotive Steering GmbH, Bosch has strengthened its position in the fields of smart homes and automated driving.

Contact:

Linda Beckmeyer

Robert Bosch LLC

Phone: +1 248-876- 2046

linda.beckmeyer@us.bosch.com

About Bosch

Having established a regional presence in 1906 in North America, the Bosch Group employs some 28,700 associates in more than 100 locations, as of April 1, 2015. In 2014, Bosch generated consolidated sales of \$11.3 billion in the U.S., Canada and Mexico. For more information, visit www.boschusa.com, www.bosch.com.mx and www.bosch.ca.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 360,000 associates worldwide (as per April 1, 2015). The company generated sales of \$65 billion (49 billion euros) in 2014. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including its sales and service partners, Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2014, Bosch applied for some 4,600 patents worldwide. The Bosch Group's strategic objective is to create solutions for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life."*

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

Exchange rate: 1 EUR = \$1.32850

**The sales figure disclosed for 2014 does not include the former joint ventures BSH Bosch und Siemens Hausgeräte GmbH (now BSH Hausgeräte GmbH) and ZF Lenksysteme GmbH (now Robert Bosch Automotive Steering GmbH), which have since been fully acquired.*

Fact sheet

Bosch Group in North America



BOSCH
Invented for life

Overview

Having established a regional presence in 1906 in North America, the Bosch Group employs some 28,700 associates in more than 100 locations (as of April 1, 2015). In 2014, Bosch generated consolidated sales of \$11.3 billion (8.5 billion euros*) in the U.S., Canada and Mexico – an increase of 8.7 percent for the region.

Bosch in North America is part of the Bosch Group, a leading global supplier of technology and services. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology.

Bosch's products and services are designed to fascinate and to improve the quality of life by providing solutions that are both innovative and beneficial. In this way, the company offers technology worldwide that is "Invented for life."

*Exchange rate: 1 EUR = \$1.32850

Facts and figures

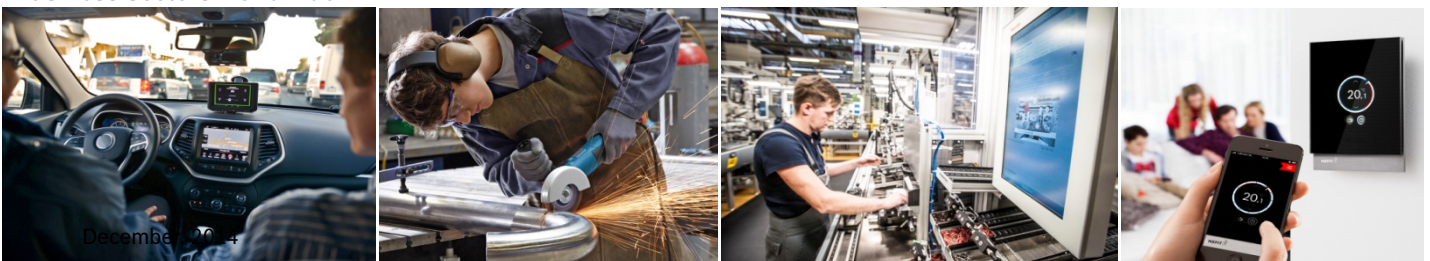
Bosch Group in North America	
Since	1906
Associates	28,700
Sales revenue	\$11.3 billion (8.5 billion euros)
Investments	\$235 million (177 million euros)
Locations	More than 100 in North America
R&D Associates	2,047

Bosch Group worldwide	
Founded	1886
Associates	360,000
Sales revenue	49.0 billion euros
Present in	150 countries around the world
R&D Associates	45,700
R&D Expenditure	5 billion euros
Patents	Nearly 4,600

Did you know...

- ▶ In 2014, the Bosch Community Fund (BCF) granted more than \$2 million to 501(c)(3) organizations to further initiatives in STEM (science, technology, engineering and math) education, environmental education and conservation, impacting more than 17 U.S. communities.
- ▶ Bosch Home Appliances was awarded the U.S. Environmental Protection Agency's 2014 ENERGY STAR Partner of the Year – Sustained Excellence award, which acknowledged Bosch's commitment to water and energy efficiency.
- ▶ In 2014, Bosch broke ground on an expansion of its technical center in Plymouth, Michigan. The expansion will nearly double the size of the existing facility.
- ▶ Bosch's Automotive Aftermarket division launched the Bosch Xperience mobile tour in 2014, which brings future automotive technology to sales and service professionals.

Business sectors worldwide



Mobility Solutions

- ▶ Sales: 33.3 billion euros¹
- ▶ Associates: 209,000²

Industrial Technology

- ▶ Sales: 6.7 billion euros
- ▶ Associates: 41,000²

Consumer Goods

- ▶ Sales: 4.2 billion euros¹
- ▶ Associates: 71,000²

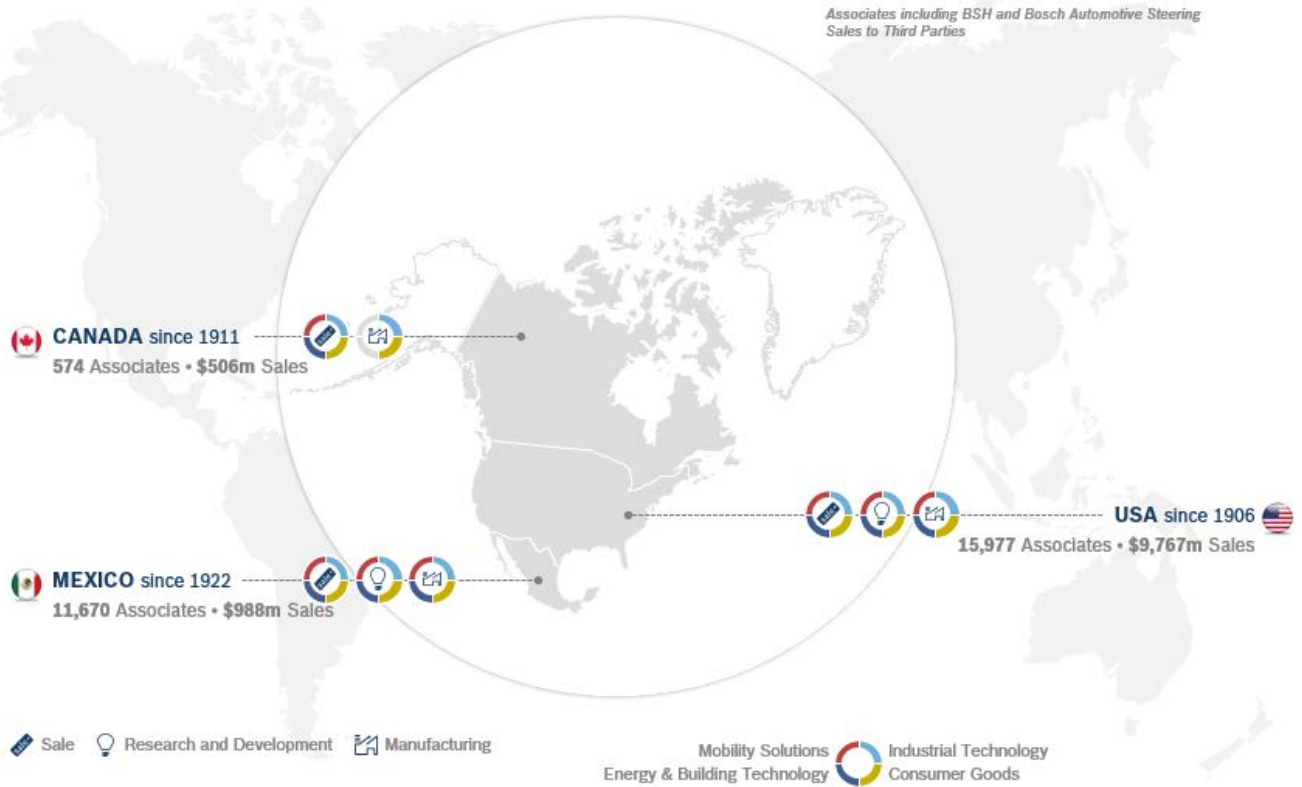
Energy & Building Technology

- ▶ Sales: 4.6 billion euros
- ▶ Associates: 26,000²

¹ The sales figures disclosed for 2014 do not include the former joint ventures BSH Bosch und Siemens Hausgeräte GmbH (now BSH Hausgeräte GmbH) and ZF Lenksysteme GmbH (now Robert Bosch Automotive Steering GmbH), which have since been completely acquired.

² as of April 1, 2015

Bosch Locations in North America



Headquarters



Functional areas

- ▶ Mobility Solutions
- ▶ Industrial Technology
- ▶ Consumer Goods
- ▶ Energy and Building Technology

Milestones

- 2006 100th anniversary of Bosch in the U.S.
- 1999 Bosch establishes Research and Technology Center North America.
- 1996 Bosch established Automation Technology business unit in U.S. (later to become Bosch Rexroth).
- 1983 Bosch Automotive Research and Development Center opened in Farmington Hills, Michigan.
- 1930 Robert Bosch Magneto Company Inc. and American Bosch Magneto Corporation merge to form the United American Bosch Corporation (later renamed American Bosch Corporation).
- 1908 Bosch established sales office in Chicago (1908), San Francisco (1909) and Detroit (1910).

Robert Bosch LLC
 38000 Hills Tech Drive
 Farmington Hills, MI 48331
 +1 (248) 876-1000
contact@us.bosch.com
<http://www.bosch.us/>



Corporate Communications
 Director: Alissa Cleland
 +1 (248) 876-1587
Alissa.Cleland@us.bosch.com
www.bosch-press.com
 Content available under: www.bosch-mediaspace.com



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