

Bosch Inaugurates New Headquarters and Training Centers in Mexico City

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New training centers promote advanced technologies, support future growth in the region

- ▶ New facility combines sales offices and four training centers for several Bosch divisions under one roof
- ▶ Energy efficient construction integrates Thermotechnology and Security System technologies
- ▶ Dignitaries, customers and Bosch executives commemorate inauguration

MEXICO CITY – The Bosch Group opened its new headquarters in the Santa Fe district of Mexico City, which features a state-of-the-art training facility to best serve product needs of the company’s clients, technicians and distributors. Enhancing the quality and depth of Bosch’s training capabilities, the new space is comprised of four training centers, each equipped with cutting-edge technology such as real situation simulation. In addition, the new building serves as the administrative base to support the future development of Bosch’s established footprint in the region.

Conveniently located in one of Mexico City’s major business districts, the 5,200-square-meter facility houses 220 Bosch associates, who manage the company’s regional administration as well as sales and marketing activities for its Automotive Technology (Original Equipment, Spare Parts and Service, Car Multimedia), Power Tools, Security Systems and Thermotechnology divisions, all under one roof. In addition to new corporate sales offices, the facility contains separate classrooms that allow a greater concentration among those trained on theoretical and practical subjects. This year’s training agenda includes more than 500 courses that will benefit some 6,000 clients, technicians and sales representatives within its distribution network. Enhanced understanding and use of Bosch technologies among the network will not only advance the potential of individual business owners in Mexico, but will simultaneously grow Bosch’s presence and market penetration.

“Investment in the new headquarters facility, along with some \$27-million invested in our operations in 2010, reflects Bosch’s continued confidence in the Mexican market and commitment to support further growth of the company,” said Charles Visconti, president, Robert Bosch Mexico. “Innovation and quality are key differentiators for Bosch. Through the consolidation and use of our new training centers, we can increasingly provide high-quality solutions and services to our clients, distributors and technicians, and in turn, help grow their businesses.”

Bruno Ferrari Garcia de Alba, minister of economics of the Mexican federal government; Edmonds Duckwitz, German ambassador in Mexico; Peter Marks, chairman, president and CEO, Robert Bosch LLC and member of the Board of

Management, Robert Bosch GmbH and Visconti joined several Bosch customers and executives to commemorate the opening.

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Energy-efficient design using Bosch building technology

Continuing its commitment to offering safe and efficient services and solutions, Bosch Security Systems and Thermotechnology integrated the facility with its innovative building technology including safety, access control and quality water heating products that offer advanced energy efficiency. The installation of instantaneous water heaters and solar panels will reduce energy consumption up to 80 percent.

Bosch in Mexico manufactures and markets automotive products and systems, including multimedia, communication and surveillance in buses, supplying both original equipment makers and the aftermarket. Bosch has developed a strong network, Bosch Car Service and Diesel Service, to increase the technical capacity of mechanics and technicians in the region. For the construction industry, Bosch provides systems for intelligent buildings, high-definition CCTV, alarms, sound systems, access control and fire detection; power tools, including industrial abrasives; and domestic and industrial thermal comfort systems for water and air conditioning.

Present in the region since 1955, Bosch in Mexico realized total sales of \$1.5 billion and local sales of \$611 million in fiscal 2009, and currently employs nearly 8,000 associates at its headquarters and 10 manufacturing plants. In 2009, Bosch opened its 13,000 square meter distribution center in Cuatitlan Izcalli. Representing an investment of \$21 million, this facility allows Bosch's Consumer Goods product divisions to satisfy market needs and support future growth opportunities. Details of Bosch's 2010 business performance in Mexico and 2011 product activities will be announced in July 2011.

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 and healthcare products.

Having established a regional presence in 1906, Bosch employs over 20,000 associates in more than 70 locations, with reported sales of \$7.3 billion in fiscal 2009. For more information, visit www.boschusa.com

Bosch in Mexico is part of the Robert Bosch North America organization. For more information, visit www.bosch.com.mx

The Bosch Group is a leading global supplier of technology and services.

Press Release



According to preliminary figures, some 283,500 associates generated sales of 47.3 billion euros (\$62.7 billion) in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal 2010. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries.

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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 some four billion euros (\$5 billion) for research and development in 2010, and applied for over 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial. Bosch is celebrating its 125th anniversary in 2011. Additional information can be accessed at www.bosch.com, www.bosch-press.com, and www.125bosch.com

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