

Bosch deepens commitment towards Southeast Asia: Official opening of new regional headquarters in Singapore

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- ▶ Singapore's strategic location provides a strong base for regional expansion
- ▶ Showcase of substantial effort in green building technology
- ▶ Increased focus on R&D and clean technologies

Singapore, May 12, 2010 – The Bosch Group, a leading global supplier of automotive, industrial, consumer and building technology and services, officially opened its new Robert Bosch headquarters for ASEAN countries. The opening event, held today at the cutting-edge environmentally-friendly and energy-efficient Platinum Green Mark building, was graced by Mr Lim Hng Kiang, Singapore's Minister for Trade and Industry.

“Bosch's commitment to provide technological answers to ecological questions is also reflected in our new Southeast Asia Regional Headquarters in Singapore,” said Franz Fehrenbach, chairman of the Bosch board of management. “The new building not only houses our business divisions providing resource saving and environmentally-friendly innovations and technologies for the region, it is itself a showcase of a substantial effort in green building technology.”

With an investment of S\$92 million, the building incorporates state-of-the-art features which contribute to a reduced global carbon footprint of the Bosch Group, with an energy consumption of around 32 percent less than comparable industrial buildings. By 2020, the Bosch Group aims at reducing the CO₂ emissions of its worldwide sites by at least 20 percent.

“The opening of Bosch's Southeast Asia headquarters is yet another significant milestone in the strong partnership between Singapore and the Bosch Group. Bosch's decision affirms the important role Singapore plays for companies looking to tap into the burgeoning Asian markets, as well as our ability to host innovation and knowledge intensive activities,” said Mr Lim Hng Kiang, Minister for Trade and Industry.

Further expansion into Asia Pacific

Singapore is the Asia Pacific hub for Bosch's divisions such as Corporate Research and Advance Engineering, Corporate Information Technology, Automotive Aftermarket, Security Systems and the recently acquired Innovations Software Technology. Other Bosch business units located in Singapore are Power Tools, Packaging Technology as well as Drive and Control Technology.

Bosch recently also acquired new companies with subsidiaries in Singapore, such as Hägglunds (a hydraulic drives company), sia Abrasives (a supplier of innovative abrasive systems), and Loos (a supplier of high performance boilers for industrial and commercial use). Most recently, Singapore has been selected as the new location for Bosch Solar Energy's operations in South East Asia, Japan and Korea.

The Bosch Group will continue to leverage on Singapore as a base to further expand its business portfolio into the region. Steps taken to strengthen Bosch's presence in the region include the expansion of its automotive parts plant close to Ho Chi Minh City, Vietnam, the establishment of a representative office in Phnom Penh, Cambodia and the opening of Bosch Security Systems' first Communication Centre in Manila, Philippines, to provide Business Process Outsourcing services to international customers.

Fehrenbach added, "Asia Pacific accounted for 20 percent of Bosch Group's total sales in 2009, making it the second most important region for sales after Europe. We expect sales in the Asia Pacific region to grow to a share of 30 percent by 2015. We are excited to be here, participating in the growth of this dynamic region."

Continued R&D for resource saving and environmental protection

Bosch spent 45 percent of its research and development in 2009 to develop products that protect the environment and conserve resources. Such products already represent one third of the Group's overall sales, with the trend set to increase. Bosch is a leader in fuel-efficient and environmentally-friendly automotive technology, energy-efficient household appliances, gear and drive technology for wind turbines and photovoltaics.

In Singapore, Bosch is active in diverse fields of R&D activities such as participation in a test bed for modern diesel cars, development of new IT solutions and software, research in organic photovoltaics, as well as e-mobility.

“Singapore is an excellent location for R&D activities. We have access to a skilled talent pool from all over the world, which creates a multi-cultural and multi-disciplinary melting pot that fuels the exchange of new ideas for the benefit of further developing our business across Southeast Asia and beyond,” said Cem Peksaglam, President and Managing Director of Robert Bosch (SEA) Pte Ltd.

At the beginning of 2010 Bosch employed some 3 500 associates in Southeast Asia. The 2009 sales of Bosch to third parties in Southeast Asia were marked by the worldwide economic crisis and declined by 4.5 percent to 363 million euros. Including all exports, Bosch achieved sales of 638 million euros in the region. For 2010, Bosch expects a growth in sales to third parties by some 10 percent.

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About the Bosch Group

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 275,000 associates generated sales of 38.2 billion euros in fiscal 2009. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 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 growth. Each year, Bosch spends more than 3.5 billion euros for research and development, and applies for some 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.

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 up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust.

The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information can be accessed at www.bosch.com.

About Bosch in Singapore

Bosch has been present in Singapore since 1923. Bosch is currently represented in Singapore by Robert Bosch (SEA) Pte Ltd, Bosch Rexroth Pte Ltd and Bosch Packaging Pte Ltd and its joint venture company, BSH Home Appliances Pte Ltd. Key Bosch business fields in Singapore include Automotive Aftermarket, Power Tools, Security Systems, Drive and Control Technology, Packaging Technology and Home Appliances. Robert Bosch (SEA) Pte Ltd is a regional subsidiary of the Bosch Group, representing the Group's interests in Southeast Asia. Legal entities in Malaysia, Indonesia, Vietnam, Thailand, the Philippines and Cambodia report to Robert Bosch (SEA) Pte Ltd. The Asia Pacific headquarters for Bosch's Automotive Aftermarket, Security Systems, Corporate Research and Advance Engineering, and Corporate R&D and operations for Information Technology and Innovations Software Technology are part of Robert Bosch (SEA) Pte Ltd. Additional information can be accessed at www.bosch.com.sg