



Bosch Automotive CARnival revs up in Singapore

8 August 2011

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- ▶ Event theme integrates caring for car, environment and the community
- ▶ Join in the fun on Saturday, 20 August 2011 at the Playground @ Big Splash, East Coast Park

Singapore, 8 August 2011 – Following the heartening success of last year’s event, Bosch – a leading global supplier of technology and services in the areas of automotive and industrial technology, consumer goods and building technology, software and systems solutions – will be holding the Bosch Automotive CARnival again this year, with the theme ‘Caring for your Car, the Environment and the Community with Bosch’.

The event, which promises to be a fun-filled day for the whole family, will be held on **Saturday, 20 August 2011 from 10am to 7pm** at the **Playground @ Big Splash along East Coast Park**. More than 1,000 visitors are expected this year.

Mihai Boldijar, Regional Director, Automotive Aftermarket (Southeast Asia) of Robert Bosch (SEA) Pte Ltd said, “The Bosch Automotive CARnival offers an opportunity for us to reach out to our customers in a very personal way. This year, we are taking the opportunity to do something meaningful for the community, coinciding with the celebration of the 125th anniversary of Bosch and continuing our 88 years of presence in Singapore.”

Fund-raising for Students Care Service

Amid the numerous fun-filled activities planned, a highlight of the day is the fund-raising effort for the Students Care Service (SCS), a non-profit organisation which provides casework and family counselling, educational psychology services and guidance programs to help youths from underprivileged homes in Singapore to maximise their potential. This involvement with SCS is an extension of Bosch’s commitment to helping people in need across all its markets.

To commemorate the company's 125th anniversary, more than 40 Bosch employees, or associates as the company terms them, will attempt to set a new record in the Singapore Book of Records for the "Longest distance run on a treadmill in 6 hours" – a distance which is expected to exceed 125 kilometres.

Other activities for the fund-raising initiative include balloon sculpting, henna tattooing and massage services. The public can also experience having their cars washed in a unique, innovative and eco-friendly way – without water. All proceeds raised from sales and activities at the CARnival will be donated to the Students Care Service. Bosch will match dollar-for-dollar the funds raised from these activities.

The future of motoring – the clean and green way

The leitmotif of Bosch is "Invented for Life" – the development of products and solutions that are sustainable and friendly to the environment.

In celebration of 125 years of creating beneficial innovations, motoring enthusiasts will have a rare opportunity to peek into how motoring in the future will reduce carbon emission with exhibits of an electric vehicle and a 'live' charging station at the CARnival.

As a key partner of the Singapore Electric Vehicle (EV) test-bed project, Bosch developed the EV charging infrastructure via its eMobility software solution to support the country's first EV test-bed program for the future development of an ecologically sustainable city transportation ecosystem for Singapore.

Learn about good car maintenance

Besides free car inspections by the professionals from Bosch Car Service Workshop – the world's largest network of car workshops – car owners will learn useful tips about caring for their vehicles through educational "Auto-Guru" car maintenance sessions.

Visitors can take advantage of free car diagnostic services conducted by Bosch Car Service Workshop professionals and purchase Bosch car products at special rates, such as wiper blades at up to 50 percent off. Ladies are also invited to face-off in the "Bosch Ladies Wiper Challenge" to demonstrate how fast and easy it is to change wiper blades, and win attractive prizes.

Bosch is the world's largest supplier of automotive parts, systems and workshop equipment. It invests in R&D to develop innovative and environmentally sustainable automotive products and solutions for vehicles across the world. Singapore is the Asia Pacific headquarters for the company's Automotive Aftermarket business division.

Michael Goh, Country Manager, Automotive Aftermarket (Singapore, Indonesia and Cambodia) of Robert Bosch (SEA) Pte Ltd said, "Singaporeans love their cars, and we are here to educate and raise awareness of the benefits of using good quality parts and service centres. We strive to listen to what our customers want, and refine our products and services to meet their needs. Visitors to the Bosch Automotive CARnival will understand how to take better care of their cars, the environment and the community, while having fun!"

Bosch Car Service workshops are located throughout Singapore, offering affordable and quality car maintenance services. Please refer to the attached Annex for the locations.

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About Bosch in Singapore

Bosch has been in Singapore since 1923, currently represented by Robert Bosch (South East Asia) Pte Ltd. Bosch is presently active in Automotive Aftermarket, Power Tools, Security Systems, Drive and Control, Packaging, Solar Energy and Thermotechnology in Singapore. 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, Cambodia, Thailand and the Philippines report to Robert Bosch (SEA) Pte Ltd. The Asia Pacific headquarters for Bosch's Automotive Aftermarket, Security Systems, Corporate Information, Corporate Research and Advance Engineering, as well as operations for Information Technology and Bosch Software Innovations, are part of Robert Bosch (SEA) Pte Ltd. Additional information can be accessed at www.bosch.com.sg

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 283,500 associates generated sales of 47.3 billion euros in fiscal 2010. 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 are the foundation for further growth. Bosch spent some 4 billion euros 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. Additional information can be accessed at www.bosch.com.

Annex

Locations of Bosch Car Service Workshops in Singapore

1) Euro 5 Common Rail Pte Ltd (diesel light commercial vehicle specialist)

1 Defu Lane 12

Singapore 539110

Tel: +65 6280 1155

2) World Auto Pte Ltd

38 Jln Pemimpin

Wisdom Industrial Building

Singapore 577178

Tel: +65 6451 3933

3) Autovox Pte Ltd (European car specialist)

452 Tagore Industrial Ave

Singapore 787823

Tel: +65 6475 5775

4) Ethoz Automotive Solutions Ltd

22 Tampines Street 92

Singapore 528876

Tel: +65 6654 7888

5) Ethoz Automotive Solutions Ltd

50 Gul Crecent

Singapore 629543

Tel: +65 6654 7888

6) Ethoz Automotive Solutions Ltd

30 Bukit Batok Crecent

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