

## Bosch enters Singapore Book of Records with record-breaking charity run

26 August 2011  
RBSI/COM

- ▶ Bosch secures a place in the Singapore Book of Records for “Longest distance recorded on a treadmill in 6 hours”
- ▶ Bosch Automotive CARnival 2011 raises S\$21,000 for Students Care Service
- ▶ More than 1,000 visitors at the Bosch Automotive CARnival

**Singapore, 26 August 2011** – Employees of Robert Bosch (South East Asia) Pte Ltd took on a record-breaking challenge for the “longest distance run on a treadmill in 6 hours” at this year’s Bosch Automotive CARnival held on 20 August at the Playground@Big Splash along East Coast Parkway.

*Caption: Singapore Book of Records award presentation following Bosch’s record-breaking feat.*



From left: Ong Eng Huat, President, Singapore Book of Records and Michael Goh, Country Manager, Automotive Aftermarket

The runners covered a record-breaking 53.8 kilometres over 6 hours on a single treadmill, securing Bosch’s entry into the Singapore Book of Records. Over the course of the treadmill relay, a total distance of 138 kilometres was clocked. Besides setting a record, the challenge also raised funds for the Students Care Service (SCS) through pledges secured from the runners and staff of Bosch in Singapore.

Mihai Boldijar, Regional Director, Automotive Aftermarket (Southeast Asia), who kicked off the run with other members of Bosch’s senior management team of

Martin Hayes, President & Managing Director of Bosch Southeast Asia and Volker Ehrlich, Financial Controller, Automotive Aftermarket (Asia Pacific), said, “The success of the run serves as a good example of how Bosch associates come together to work towards a common goal and for a good cause. To match our 125<sup>th</sup> anniversary, we had initially planned to run 125 kilometres. I am proud that we exceeded this number and raised even more funds for charity. I congratulate everyone who contributed to making this event a truly rewarding experience.”

*Caption: Senior management of Bosch starting off the charity run.*



From left on treadmills: Volker Ehrlich, Financial Controller, Automotive Aftermarket (Asia Pacific); Martin Hayes, President & Managing Director of Southeast Asia; and Mihai Boldjar, Regional Director, Automotive Aftermarket (Southeast Asia).

In addition to the record-breaking run, proceeds from other activities such as the waterless car wash, massage services, balloon sculpting and henna painting also contributed to the fund-raising initiative for SCS. Bosch matched dollar-for-dollar the funds raised during the day, bringing the total amount to S\$21,000.

Morene Sim, Executive Director of SCS said, “I would like to thank Bosch for selecting SCS as the beneficiary for their Automotive CARnival. The funds raised will go towards supporting the work that we do to provide casework and family counselling, educational psychology services and guidance programs to help children and youths from underprivileged homes in Singapore.”

The youth from SCS entertained visitors at the CARnival with heart-tugging acoustic band performances.

*Caption: Youth from SCS entertaining the crowd onstage.*



Michael Goh, Country Manager, Automotive Aftermarket said, “The Bosch Automotive CARnival has once again far surpassed our expectations. We are heartened by the generosity of everyone who attended the event and participated in our activities in support of SCS.”

*Caption: Drivers queue up to receive complimentary Bosch car diagnostic services.*



“Caring for your Car, the Environment and the Community with Bosch” was the theme for this year’s CARnival’s, and coincided with the company’s 125<sup>th</sup> anniversary and its 88<sup>th</sup> year of presence in Singapore. More than 1,000 people attended the event this year.

*Caption: Free car diagnostics from Bosch Car Service workshop.*



- END -

**For media enquiries, please contact:**

Vivien Goh

Senior Manager, Corporate Communications

Robert Bosch (South East Asia) Pte Ltd

DID: 6571 2060, HP: 9755 3952

Email: [vivien.goh@sg.bosch.com](mailto:vivien.goh@sg.bosch.com)

Sharon Seetho

Director

Kreab Gavin Anderson

Tel: 6339 9110, HP: 9009 8495

Email: [sseetho@kreabgavinanderson.com](mailto:sseetho@kreabgavinanderson.com)

**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](http://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](http://www.bosch.com).