



Bosch opens sales office in Surabaya to tap on growth potential of Indonesia

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- „ Indonesia is one of the key growth markets for Bosch in Southeast Asia
- „ Surabaya offers new market potential for Bosch in Indonesia
- „ Opening of sales office in Surabaya re-affirms commitment and service to customers in East Java
- „ Bosch will open more offices in Indonesia in the coming years

Surabaya, Indonesia, 30 November 2011 – Bosch - a leading global supplier of innovative technologies and services in the areas of automotive and industrial technology, consumer goods and building technology, software and systems solutions – today marked the official opening of its sales office in Surabaya, Indonesia.

Martin Hayes, President and Managing Director of Robert Bosch (South East Asia) Pte Ltd said, “Indonesia is a key market on Bosch’s radar for growth in Southeast Asia. With the country’s huge domestic market, there are tremendous opportunities for Bosch to expand beyond Jakarta into other untapped market segments. The setup of a sales office in Surabaya is part of Bosch’s plans to progressively extend our presence into other major cities in Indonesia.”

Bosch achieved sales of USD 644.3 million (EUR 486 million) in Southeast Asia for fiscal 2010, an increase of 34 percent compared to 2009. In Indonesia, PT. Robert Bosch saw a 50 percent increase in sales compared to 2009.

Rudy Karimun, Managing Director of PT. Robert Bosch added, “The strong growth of Bosch in Indonesia in 2010 has proven the enormous market potential of the country. As the second largest city in Indonesia, Surabaya provides new opportunities for Bosch to be closer to our customers to serve them even better.””

Business plans for Surabaya and beyond

In Surabaya, Bosch will be represented by its Drive and Control, Automotive Aftermarket and Security Systems business divisions.

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The Automotive Aftermarket division has plans to add more workshops to its Bosch Car Service concept and to expand its range of products. The increasing number of commercial building and high-end residential projects creates new business opportunities for the Security Systems division to introduce their latest security and communication products and solutions. The Drive and Control division will offer customized solutions and services for end users in the industrial sector.

Previously, customer service for East Java was provided through the Jakarta office. With the new sales office in Surabaya, the three business divisions will be able to raise their level of support to customers, due to the closer proximity. All three divisions will offer training to key business partners and customers to enable them to better understand the innovative technologies and solutions that Bosch offers.

Mr Karimun said, "In the coming years, we hope to explore even more new partnerships in order to establish a market leadership position in our business fields in Indonesia."

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About Bosch in Indonesia

Bosch has been present in Indonesia since 1994, currently represented by PT. Robert Bosch, PT. Bosch Rexroth and its joint venture company, BSH Home Appliances Pte Ltd in Jakarta. Bosch's key business fields in Indonesia comprise Automotive Aftermarket, Automotive Original Equipment, Security Systems, Drive and Control and Thermotechnology. The Southeast Asia headquarters of Bosch is located in Singapore, represented by Robert Bosch (South East Asia) Pte Ltd, a regional subsidiary of the Bosch Group, representing the Group's interests in Southeast Asia. Additional information can be accessed at www.bosch.co.id.

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 285,000 associates generated sales of 47.3 billion euros in fiscal 2010. For 2011, the company forecasts sales of more than 50 billion euros and a headcount of a good 300,000 by the end of the year.

The Bosch Group comprises Robert Bosch GmbH and its more than 350 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 further growth. Bosch spent 3.8 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.