



House of Bosch

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August, 2006 - Bosch, a leading global manufacturer of automotive and industrial technology as well as consumer goods and building technology, has launched its House of Bosch exhibition at the Mid Valley Megamall. The House of Bosch is a unique two-tier exhibit specially created to showcase to the Malaysian public the German multinational company's diverse range of innovative solutions that are 'invented for life'.

Elaborating on Bosch's business success and the key strategies of its respective divisions in Malaysia, Mr. Walter Eisenhardt, President of Robert Bosch (SEA) Pte Ltd, said: "The Bosch group has seen a good start to 2006 and expects a steady growth of roughly five per cent for the year, following improved sales and results in 2005 with a total turnover of 41.5 billion euros (up 5.4 percent from 2004).

In Malaysia, we have successfully maintained a strong performance with good sales revenue of 79 million euros (RM372.4 million) in 2005. The figure is even higher, at 208 million euros (RM980.5



million), if we were to include the deliveries of our Malaysian companies to other companies in the worldwide Bosch network. Barring unforeseen circumstances, we are optimistic of achieving continued growth for the current year with sales generated mainly from our automotive as well as consumer goods and building technology business sectors."

"In total, we are investing over RM 6 million this year alone on such activities with the aim of raising our brand awareness to both trade customers and consumers here in Malaysia," he said.

Automotive Technology Business Sector
One of Bosch's key focuses in Malaysia is to expand its automotive aftermarket sales by strategically moving from a typical parts business to a systems business. Through the development of an extensive Bosch Car Service network across the country, the division aims to provide technological know-how coupled with quality parts and the latest diagnostics equipment to enable the better servicing of modern vehicles which are increasingly fitted with electronic components.

The company is also strengthening its automotive technology business in the country by adopting a premium positioning for its car multimedia products marketed under the Blaupunkt brand. In line with this strategy, it has opened two Blaupunkt premium stores in the Peninsular and plans to establish two additional stores in East Malaysia by the end of the year.

Consumer Goods and Building Technology Business Sector

The Bosch group's power tools business in Malaysia aims to maintain and further strengthen its leadership by continually introducing new product innovations into the market. With a present market share of around 47 per cent, the division aims to achieve stronger sales by enhancing its brand image with new display concepts and



extending its reach to end-users through activities such as road shows to promote the safe and correct usage of power tools.

Bosch's security systems division is also making headway as it continues to establish itself as a one-stop competence centre, offering a comprehensive range of electronic security products and systems with stringent installation standards delivered through its network of Bosch-certified partners.

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The House of Bosch exhibition was officially launched on the 28th of July and will be open to the public daily from 10.00am to 9.30pm daily till July 30, 2006.