



More market sparks from Bosch

BOSCH is planning to expand its business through more brand and product marketing activities.

It is investing more than RM6 million this year to increase brand awareness. Last year, Bosch's turnover in Malaysia was RM980.5 million.

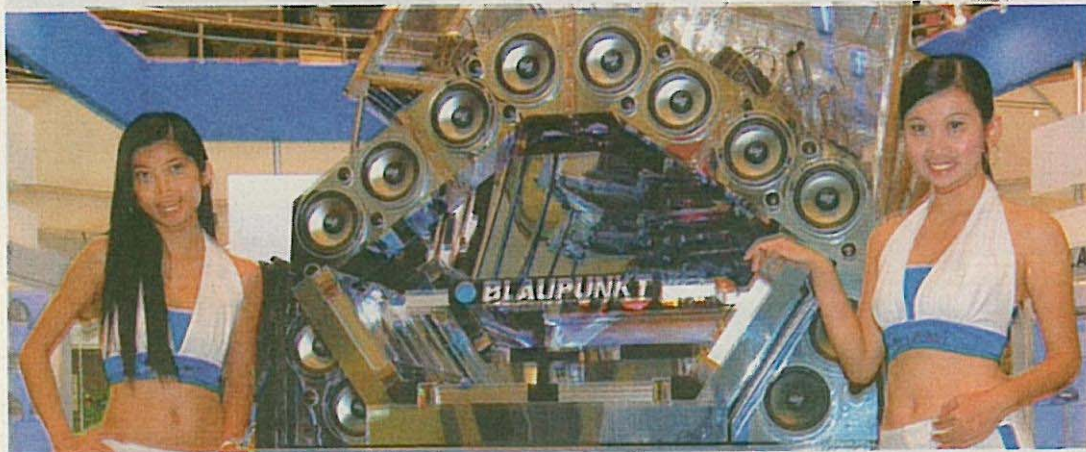
Bosch has four divisions in Malaysia - namely, automotive aftermarket, car multimedia, power tools and security technology.

The company has been promoting its Bosch Car Service network, a string of workshops that uses Bosch's modern diagnostic devices.

Bosch aims to set up another 50 such centres this year, including in East Malaysia.



Herbert Jess (left), German ambassador to Malaysia with Walter Eisenhardt, president of Robert Bosch (SEA) Pte Ltd during the launch of House of Bosch at Mid Valley Megamall last week.



Bosch girls with Blaupunkt's demo-car, or demo-truck; the Nissan Frontier is laden with Blaupunkt's latest ICE products.