

Bosch in North America

125  **Bosch**
Years 1886–2011



BOSCH
Invented for life



The Bosch Vision

Creating value – sharing values

As a leading technology and services company, we take advantage of our global opportunities for a strong and meaningful development. Our ambition is to enhance the quality of life with solutions that are both innovative and beneficial. We focus on our core competencies in automotive and industrial technologies as well as in products and services for professional and private use.

We strive for sustained economic success and a leading market position in all that we do. Entrepreneurial freedom and financial independence allow our actions to be guided by a long-term perspective. In the spirit of our founder, we particularly demonstrate social and environmental responsibility—wherever we do business.

Our customers choose us for our innovative strength and efficiency, for our reliability and quality of work. Our organizational structures, processes, and leadership tools are clear and effective, and support the requirements of our various businesses. We act according to common principles. We are strongly determined to jointly achieve the goals we have agreed upon.

As associates worldwide, we feel a special bond in our values that we live day by day. The diversity of our cultures is a source of additional strength. We experience our task as challenging, we are dedicated to our work, and we are proud to be part of Bosch.



At the Automotive Technology headquarters located in Farmington Hills, Mich., Bosch engineers develop safe, fuel-efficient vehicle technologies that are "Invented for life."

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"Bosch is on sound footing to capitalize on new opportunities and shape the future that lies ahead."

Peter Marks

On behalf of our over 22,000 Bosch associates in the U.S., Canada and Mexico, thank you for your interest in our unique company, products and services.

2010 was a year of recovery in local economies and our business in North America. Despite the challenges faced in 2009, we remained true to our long-term strategy to provide efficient, high-quality technologies to our customers. Committed to an energy-efficient future, we are focused on developments in renewable energy, battery technology and telehealth. This brochure provides a snapshot of our dedication, demonstrated by our associates each day.

This year we celebrate the Bosch Group's 125th anniversary, a milestone that represents decades of innovation and the company's entrepreneurial spirit. We are grateful for the continued trust of all our business partners, which creates a solid foundation upon which our next 125 years can be built.

Peter Marks
Chairman, President and CEO,
Robert Bosch LLC

Bosch Group at a Glance

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 roughly \$63 billion in fiscal 2010.

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 roughly \$5 billion 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.

Bosch is celebrating its 125th anniversary in 2011. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and

Electrical Engineering.” The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG and industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Bosch in North America

Bosch in North America supplies automotive original equipment and aftermarket products, industrial drives and control technology, power tools, security and packaging technology, thermotechnology, household appliances, solar energy, healthcare and software innovations. Having established its regional presence in 1906, Bosch now employs more than 22,000 associates in roughly 100 locations throughout North America, with reported sales of \$8.8 billion in 2010.

Late 2010, we affirmed our commitment to a strong manufacturing footprint, announcing a five-year, \$125-million investment in our Charleston, S.C. site, an action that will create approximately 300 new jobs. Other 2010 investments include the acquisition of **RTI Technologies Co., Ltd**, developers and distributors of automotive maintenance equipment; opening of the **Bosch Solutions Center** in Irving, Calif., to train specialists in the latest Bosch sustainable technologies; opening a **Bosch Rexroth** sales and service center in Dallas, Texas; and inaugurating a new headquarters in Mexico City, featuring a state-of-the-art training facility to further local use of Bosch innovation.

| Bosch in North America Key Data | 2010* |
|--|-----------------------|
| Sales | |
| Automotive Technology | \$ 5.6 billion |
| Industrial Technology | \$ 1.2 billion |
| Consumer Goods and Building Technology | \$ 2.0 billion |
| Total | \$ 8.8 billion |
| Associates | |
| Automotive Technology | 13,675 |
| Industrial Technology | 2,877 |
| Consumer Goods and Building Technology | 5,311 |
| Other | 290 |
| Total | 22,153 |

* Approximate

The Bosch Brands

Bosch sells products and services under many renown brands in North America, including:



Automotive Technology

Automotive Technology is Bosch's largest business sector in North America, contributing 63 percent of sales in the region. As a leading automotive supplier, our business benefited from the industry's strong rebound in 2010, when regional vehicle production increased nearly 40 percent versus the prior year. Sales increased 24 percent to \$5.6 billion, due to increased demand for safer, cleaner and more economical vehicle technology.

| Key Figures 2010 | Key Areas | Key Locations |
|--------------------------|---------------------------------|---------------------------|
| ▶ \$5.6 billion in sales | ▶ Gasoline Systems | ▶ Broadview, Ill. |
| ▶ 13,675 associates | ▶ Diesel Systems | ▶ Farmington Hills, Mich. |
| ▶ 30 primary locations | ▶ Chassis Systems Brakes | ▶ Plymouth, Mich. |
| | ▶ Chassis Systems Control | ▶ Charleston, S.C. |
| | ▶ Electrical Drives | ▶ Anderson, S.C. |
| | ▶ Starter Motors and Generators | |
| | ▶ Car Multimedia | |
| | ▶ Automotive Electronics | |
| | ▶ Automotive Aftermarket | |
| | ▶ Bosch Engineering Services | |
| | ▶ Steering Systems | |



SB LiMotive, a joint venture of Samsung SDI and Bosch, will supply the lithium-ion battery packs for the Fiat 500EV, which will be launched in 2012 in the U.S. subcompact passenger vehicle market.

Advancing Fuel Economy and Reduced Emissions

At Bosch, we are committed to helping automakers deliver the most fuel-efficient, safe and convenient vehicles to market. As demand for increased fuel economy, reduced emissions and continued vehicle safety improvements heightens among automakers and consumers alike, our task becomes more crucial.

Our comprehensive portfolio of powertrain solutions helps automakers meet regulatory and consumer demands for fuel savings and emissions reduction. For example, our second generation gasoline direct

injection technology, paired with turbocharging technology, reduces CO₂ emissions and fuel consumption by 18 percent. Fun-to-drive diesel engine technology featuring high-pressure common rail increases fuel economy an average of 30 percent and torque by 50 percent, while reducing CO₂ emissions by nearly 25 percent.

Among *Ward's* 10 Best Engines of 2011, eight honorees utilize Bosch engine management systems and components. We supplied engine control units, direct- and port-fuel injectors, high pressure pumps, oxygen and other powertrain sensors, and other technologies for the Volkswagen Jetta TDI, Ford

Mustang GT, Chevrolet Volt, Audi S4, Volvo S60, Dodge Avenger, BMW 335i and Mini Cooper S.

In 2010, Bosch was selected by the U.S. Department of Energy to lead a project to develop a high-compression, turbocharged engine, improving efficiency in gasoline light-duty vehicles by 30 percent, without compromising performance. This research will be partially funded by a \$12 million grant supporting the ACCESS project (Advanced Combustion Controls - Enabling Systems and Solutions).

Hybrid and Electric Vehicle Technology

Electromobility has a promising future. Bosch is developing powertrain electrification and system solutions for hybrid and electric vehicles. SB LiMotive, our joint venture with Samsung SDI, will supply lithium-ion battery packs for the Fiat 500EV, scheduled to launch in 2012 in the U.S. subcompact passenger vehicle market.

We received the 2011 *Automotive News* PACE™ (Premier Automotive Suppliers Contributions to Excellence)

Award for our P2 parallel full hybrid system. The world's first P2 hybrid system, in series production on the 2011 Volkswagen Touareg and 2011 Porsche Cayenne S, integrates the clutch into the e-machine housing, which allows for optimum packaging and component reuse for full hybrid vehicles.

Enhancing Safety and Driver Comfort

Bosch continues to work intensely on safety and driver assistance technologies. In 2010, we launched our third generation long range radar (LRR3) in North America on several high-performance platforms, including the 2011 Chrysler 300, Jeep Grand Cherokee, the Dodge Charger and Durango. This hardware supports forward collision warning and adaptive cruise control, which improve safety and driving comfort, respectively.

Teaming with an Automotive Icon

In motorsports, system performance is critical. In 2010, Chevrolet, Cadillac and GM



Bosch Motorsports' engine control and data logging systems, sensors and track support will be featured on vehicle icons in the American LeMans Series and Sports Car Club of America during the 2011 season.

Powertrain turned to Bosch Motorsports for its MS5.1 engine control and data logging systems, sensors and track support. These systems also will be used on the Corvette GT in the American Le Mans Series and on the Cadillac CTS-V in its return to the Sports Car Club of America Speed GT for the 2011 season.

Original Equipment Quality for the Aftermarket

For the automotive aftermarket, Bosch supplies replacement parts, robust testing and diagnostic technology, vehicle-specific data and technical expertise. QuietCast, an attractive solution for service professionals seeking original

equipment quality, received the Frost & Sullivan 2010 Technology Innovation of the Year Award in the category "Brake Components Aftermarket." This technology, which represents the first major technological improvement in friction products in more than five years, offers improved brake pad noise and vibration performance compared with similar products.

- ▶ www.boschusa.com
- ▶ www.boschautoparts.com

Industrial Technology

Bosch's Industrial Technology business sector contributed 14 percent of our sales in the region, largely due to increased demand for proven technologies from a full-service supplier. Bosch Rexroth's drive and control technology, our packaging technology division and expanding activities in photovoltaics make a strong impact in this sector, where sales increased 33 percent to \$1.2 billion.

| Key Figures 2010 | Key Areas | Key Locations |
|--------------------------|--------------------------------|-------------------------|
| ▶ \$1.2 billion in sales | ▶ Drive and Control Technology | ▶ Hoffman Estates, Ill. |
| ▶ 2,877 associates | ▶ Packaging Technology | ▶ Charlotte, N.C. |
| ▶ 20 primary locations | ▶ Solar Energy | ▶ Minneapolis, Minn. |
| | | ▶ New Richmond, Wisc. |
| | | ▶ Raleigh, N.C. |
| | | ▶ Palo Alto, Calif. |



Our high-quality gearboxes and precise and reliable positioning drive the high degree of availability and long service life demanded by wind turbine builders and clean wind generators.

Drive and Control Technology

A technology leader and systems supplier, our subsidiary Bosch Rexroth develops and supplies best-in-class components and tailored solutions for driving, controlling, and moving in mobile applications, renewable energies, factory automation, machinery applications and engineering.

The hydrostatic regenerative braking system (HRB) for commercial vehicles reduces fuel consumption and emissions while improving drivetrain efficiency in vehicles that brake and accelerate frequently. Vehicle testing of the system is underway in three cities, including the

New York City Department of Sanitation, the first to test our compressed natural gas hybrid system among its refuse truck fleet in the city's five boroughs.

Commitment to Wind and Solar Power

At the end of 2010, the cumulative installed capacity of wind power, photovoltaics and concentrated solar power in the U.S. could power roughly 200,000 homes. Bosch Rexroth continues to develop alternative energy products like high-performance wind turbine gearboxes, hydraulics-based solar tracking systems and production equipment for solar cells and modules.

Our SYNAX motion control technology was developed to synchronize multiple rolls of thin-film photovoltaic production material to “print” solar cells, using a method similar to printing a newspaper.

Packaging Technology

Bosch Packaging Technology offers an expansive equipment portfolio to meet the needs of several markets. From manufacturing and selling small, hand-held bag sealing machinery to developing multi-million dollar packaging lines, we provide leading technology in a one-stop-shop manner to many national brands. In addition, we offer aftermarket solutions for all packaging equipment, including field service, spare parts and upgrades, as well preventive maintenance agreements, Overall Equipment Effectiveness consulting and ‘e-Portal,’ an online parts ordering system, all of which ensure a high return on customer investment long after the sale.

In 2010, Bosch Pouch Systems LLC was established in Raleigh, N.C. It supports the new

SurePOUCH™ line of packaging systems. These low-weight, flexible, stand-up pouches with ultrasonically welded spouts provide unique solutions for retailers and foodservice. We also launched the Dobby B-550 mid-range band sealer, featuring a more powerful motor and longer heat bar to seal a wider range of bag materials at higher speeds. 2010 debuted the Pack Feeder 4 infeed system, a flow wrapper infeed system that minimizes downtime through tool-less belt changes and easy cleaning.

Solar Energy

Bosch supplies solar cells and modules with high annual yields for both residential and commercial purposes. Our technological expertise, comprehensive research efforts and focus on product quality position us as a leading provider of silicon-based photovoltaic products.

In 2010, we partnered with DuPont®, Lawrence Berkeley National Laboratory and 3M™ to develop longer-lasting, cost-effective ways to store clean energy. The collaboration was



Our solar paneling system in Flat Rock, Mich. uses an innovative slide-in mounting system that reduces costs, the number of components and installation time.

awarded a \$1.6 million grant from the U.S. Department of Energy's Advanced Research Projects Agency - Energy GRIDS program, which aims to improve the operation of the electric grid.

Bosch was named a founding member of the Semiconductor Research Corporation's Energy Research Initiative, a \$5-million industry-university partnership to deliver clean and efficient systems and technologies to the marketplace. Partnering with IBM, ABB, First Solar and Tokyo Electron, we will partner with university research centers to address the need for solar energy conversion and alternative sources on the

grid, while preparing students with required technical skills.

At our Proving Ground in Flat Rock, Mich., our first on-site U.S. installation of several hundred ground-mount solar panels was completed in 2010. The system, developed by Bosch Rexroth and Bosch Solar Energy, spans nearly 15,000 square feet and generates 63,400 kilowatt hours of electricity per year, enough to power eight U.S. homes.

- ▶ www.boschrexroth-us.com
- ▶ www.boschpackaging.com
- ▶ www.bosch-solarenergy.com

Consumer Goods and Building Technology

Bosch enhances our customers' quality of life, offering innovative and beneficial products for residential and commercial use. In the Consumer Goods and Building Technology business sector, our businesses supply a number of respected and trusted products including power tools, security systems, thermotechnology and home appliances, contributing 23 percent of our sales in the region. Increased user demand for energy-efficient solutions boosted sales by 5 percent to \$2 billion in 2010.

| Key Figures 2010 | Key Areas | Key Locations |
|------------------------|------------------------|----------------------------|
| ▶ \$2 billion in sales | ▶ Power Tools | ▶ Mount Prospect, Ill. |
| ▶ 5,311 associates | ▶ Security Systems | ▶ Fairport, N.Y. |
| ▶ 50 primary locations | ▶ Thermotechnology | ▶ Fort Lauderdale, Fla. |
| | ▶ Household Appliances | ▶ Londonderry, N.H. |
| | | ▶ Huntington Beach, Calif. |



The Bosch Power Box received *Fine Homebuilding's* Best Overall Editors' Choice Award. The jobsite radio with surround sound charges batteries, plays MP3 players and powers other tools and electronics.

Power Tools

Bosch is one of the world's leading manufacturers of power tools, offering a variety of products for the building trade, industry and DIY enthusiasts. We design, manufacture and sell portable electric power tools, benchtop and measuring tools, accessories, and garden and watering products under industry-leading brands including Bosch, SKIL®, Dremel®, RotoZip®, CST/berger, Gilmour®, Nelson, Sunterra and Vermont American®.

2010 debuted the all-new Dremel Trio™, the first multi-functional tool of its kind, containing the functionality of a spiral jigsaw,

edge sander and detail router. Known for its ability to cut, sand and rout, the Dremel Trio is unique with its pivoting handle, allowing users to hold the tool straight or at a 90-degree angle.

In 2010, four of our tool brands received a total of 24 awards. The Dremel Trio earned *Popular Mechanics* Editors' Choice Award for favorite new product at the 2010 National Hardware Show®, while our Bosch-branded Dual Bevel Glide Miter Saw took top honors for innovation by receiving four awards, more than any other power tool in our history. The Bosch miter saw combines accuracy with durable design.

Security Systems

Bosch offers a broad portfolio of security, safety and communication systems. Our products for video surveillance, access control, and intrusion and fire detection are used by schools and universities, government agencies, airports, retail stores, casinos and in many other North American commercial environments. Sold under the brands Bosch, Electro-Voice, RTS, and Telex, we offer the industry's widest portfolio of professional audio and critical communications systems.

In 2010, we launched a high-definition (HD) video portfolio for HD surveillance systems, complete with fixed and pan-tilt-zoom cameras, video management software, storage solutions, and monitors. These products allow surveillance operators to distinguish small features for facial recognition and similar applications.

Our technology earned two awards at the National Academy of Television Arts & Sciences (NATAS) 62nd Annual Technology & Engineering

Emmy® Awards, recognizing our RTS-brand intercom systems for the development of wireless intercom and beltpack amplifier systems in live production.

Thermotechnology

Bosch Thermotechnology is a leading supplier of high-quality, resource-efficient hot water, heating and cooling solutions. Products include geothermal heat pumps, tankless, solar thermal, and boiler products for modern water heating and indoor comfort, as well as controls and accessories. Our high-performance, eco-friendly products deliver truly integrated systems, improving energy efficiency for residential homes and commercial facilities.

In 2010, we partnered with California State Parks to supply high-efficiency water heating and a comprehensive intrusion and fire alarm system to the historic Governor's Mansion in Sacramento, Calif. Retrofitting the historic site enhanced security coverage, while reducing utility costs by up to 50 percent.



Bosch is the only U.S. manufacturer with entire product lines of ENERGY STAR® qualified dishwashers, washers and refrigerators. Our dishwashers are not only the quietest line in the U.S., but also the most efficient.

Home Appliances

Bosch Home Appliances, part of our 50-50 joint venture Bosch and Siemens Home Appliance Group, the third largest appliance manufacturer in the world, offer the highest quality washers, dryers, dishwashers, ranges, ovens and cooktops, as well as small appliances. Through multiple brands including Bosch, Gaggenau and Thermador, we provide advanced solutions that reinvent efficiency in today's modern home.

In 2010, we launched our freestanding french door refrigerator with VitaFresh, a food preservation system

that automatically adjusts humidity levels and maintains moisture so produce stays fresher, longer. Additionally, we introduced the ENERGY STAR® rated, Condens 7000w series boiler, which reduces emissions and can be installed in tight spaces without sacrificing performance. Recently, Bosch Home Appliances received the highest honor awarded by the U.S. Department of Energy and Environmental Protection Agency, the 2011 ENERGY STAR Award for Sustained Excellence.

- ▶ www.boschtools.com
- ▶ www.boschsecurity.com
- ▶ www.bosch-climate.us
- ▶ www.bosch-home.com/us

Healthcare

The Health Buddy system connects patients at home to their care providers, improving quality of life and patient care.



As U.S. healthcare spending comprises some 16 percent of the nation's gross domestic product, technologies that improve patient care are vital. Bosch Healthcare is a leading provider of innovative telehealth systems. Our systems, including the Health Buddy, allow the physical condition of patients with chronic conditions to be regularly monitored without patients having to leave their homes. The product spectrum ranges from patient terminals to comprehensive evaluation software, which allows healthcare professionals to efficiently assess the data transmitted from patient devices. In the U.S., Bosch systems allow approximately 30,000 patients to connect with their care providers daily.

In 2010, 10 of our Health Buddy system health management programs received certification

in disease management from the National Committee for Quality Assurance. These rigorous, independent reviews underscore the quality and effectiveness of the Health Buddy system.

The Department of Veterans Affairs recently expanded its 10-year relationship with Bosch, awarding new contracts for the Health Buddy System and ViTelCare T400 Home Health Monitor. Data showed a 19 percent reduction in hospitalizations and 25 percent reduction in 'bed days of care' for participating patients using home telehealth.

► www.bosch-telehealth.com

Software Innovations



Bosch Software Innovations provides software and systems solutions in multiple industries including telehealth, finance, supply chain management, e-mobility, energy management and more.

Bosch continues to expand into new areas of business that offer future prospects and growth opportunities. Truly agile business software has become an important factor for product- and systems-based businesses. Some 15 years from now, it is forecasted that “the internet of things” will interconnect more than 50 billion components.

In 2008, Bosch acquired Innovations Software Technology, our software and systems group, to meet the demands of our clients’ projects and enterprise initiatives. In 2011, Innovations Software Technology changed its corporate name to “Bosch Software Innovations,” utilizing our globally established brand to expand current operations and business growth. Bosch Software Innovations designs software and system solutions

for international clients. In the U.S., Bosch Software Innovations has locations in Chicago, Ill., Washington, D.C., and Palo Alto, Calif.

As a leader in Business Rules management systems, our software and systems units offer solutions for several industries, from financial management providers to mobility and energy management. We supply specialized products in the areas of compliance, risk management and customer relationship management, analysis and implementation for mobility and energy infrastructures to the operation of fully integrated hardware and software systems.

Research and Development

Innovative strength at Bosch has always been and will continue to be a core element of our strategy. Globally, we applied for more than 3,800 patents and invested over \$5 billion in research and development (R&D) in 2010. We maintain our competitive edge through a relentless focus on innovation, and on developing novel, value-added products that enhance our customers' quality of life. Some 45 percent of our R&D activities focus on conserving resources and protecting the environment. Among our 34,000 associates working in R&D globally, more than 1,800 are located in North America.

Investing in Research and Development

At Bosch, we use research to shape the future. In 1999, we established the Research and Technology Center (RTC) North America. A part of the Bosch global corporate research organization, RTC is committed to providing technologies and system solutions for a variety of Bosch business fields, including microelectromechanical system (MEMS) sensors, integrated circuit design, wireless solutions, energy conversion and storage systems, complex simulations, software engineering, human machine interface design, car infotainment, web technologies

and autonomous systems like robotics. A strong affiliate with other regional researchers from academia and industrial sectors, RTC has three locations in Palo Alto, Calif., Pittsburgh, Pa., and Cambridge, Mass.

Research Remains a Business Focus

In 2010, we were selected by Willow Garage, Inc., a hardware and open-source software company for personal robotics applications, to receive a Personal Robot 2 (PR2). This two-year research program is designed to advance personal robotics through collaboration within the technical robotics



Our researchers in Palo Alto, Calif. focus on developing solutions to make personal robotics safe, affordable and capable, enlisting the help of this robot, PR2.

community. Of the 11 recipients, Bosch was the only corporate entity selected to receive a PR2. Valued at \$400,000, the PR2 includes a mobile base, two arms for manipulation, a rich sensor suite and 16 CPU cores for computation. Advanced Bosch sensor technology will be integrated into the PR2 to enable new applications and accelerate the wide-scale deployment of robot technology in new commercial and private environments.

In partnership with Stanford University and the University of South Florida, Bosch was awarded a \$1.2 million grant over three years from the

National Science Foundation, under their partnership with the U.S. Department of Energy on thermoelectric devices for vehicle applications. Thermoelectric devices can harvest waste heat in vehicles by converting it to useful electrical energy and thereby lead to an increase in overall vehicle fuel economy.

Bosch innovations have had a decisive influence on the automotive industry, among others.

Social Responsibility

Bosch's open and inclusive environment creates a dynamic workplace, enabling creativity, entrepreneurial spirit and leadership to cultivate among our associates. Diversity within our company is a driver of innovation, an asset and a precondition for success in this market.

Associates and Leadership

Bosch provides opportunities and tools that allow associates to take responsibility for their development and career paths. We offer comprehensive development programs including Standardized Associate Readiness Training, the Leadership Development Program, the Executive Development Program and programs within the Carnegie Bosch Institute that help us sustain a dedicated workforce developing the next generation of high-quality products. We remain committed to supporting and mentoring young talent with our trainee programs, including

the Professional Development Trainee Program and the Junior Manager's Program.

In 2010, the Carnegie Bosch Institute (CBI) for Applied Studies in International Management celebrated its 20th anniversary. The CBI is a unique partnership between Bosch and the renowned Carnegie Mellon University (CMU) in Pittsburgh, Pa., providing executives strategies and tools for leadership in today's complex, global business world. With the help of a donation from Robert Bosch Corporation, the Institute was established as an entity within the Tepper School of Business at CMU in 1990.



U.S. President Obama examines Miss Daisy, the award-winning robot created by Wissahickon High School's FIRST Robotics team from Ambler, Pa. At the 2010 FIRST Robotics Competition, the team earned the highest honor, the Chairman's Award, for their robot with a framework made from a Rexroth aluminum framing system.

Our Guide

In order to draw great strength from our shared values and guidelines, we have collected the principles observed over the years within our company and among our partners. As a result, we published the House of Orientation brochure, which comprises the Bosch vision as a shared image of the future and the BeQIK mission, a standard for our everyday actions and ongoing successful development. The Bosch values are a central element of the House of Orientation, and we remain committed to responsibility, initiative and determination, openness and trust, fairness,

cultural diversity, reliability, credibility and legality.

Since 1964, more than \$1 billion dollars in grants has been provided by Robert Bosch Stiftung GmbH, a charitable foundation that carries on the social responsibility of the company's founder in contemporary form. The majority shareholder of Robert Bosch GmbH, the Stiftung uses the dividend it receives to pursue approximately 800 new internal and external projects each year, from medical care to international understanding, social work to training and education.

Social Responsibility

In its 27th year, the Robert Bosch Foundation Fellowship Program is a distinguished transatlantic initiative, offering 20 young, accomplished Americans the opportunity to complete a nine-month professional development program in Germany. The Robert Bosch Foundation Fellowship Alumni Association has more than 400 members.

Society

Bosch values community, and we share a responsibility to act as a good corporate citizen. We support civic organizations and encourage associate involvement in worthwhile local causes. Since 2006, we have teamed with local schools and the SAE “A World In Motion®” (AWIM) program to mentor elementary through high school students in math and science education. Our participation in AWIM has increased from mentoring 450 students to influencing more than 1,000 students.

Continuing our commitment to society, we have been an integral partner for more than 10 years with For Inspiration and Recognition of Science &

Technology (FIRST) Robotics, a program designed to inspire high school students to pursue careers in science and technology. Our associate-mentors provide students real-world experience and technical assistance, and take a personal and dedicated approach to helping the FIRST teams develop a robot for national competition.

Environment

Many of our eco-friendly technologies for vehicles, buildings and industry protect and conserve resources by reducing the demand for energy, harnessing renewables, and allowing alternative fuels to be used. Energy-efficient products generate roughly 40 percent of our global sales. We are dedicated to improving the environmental footprint at all of our locations. By 2020, we plan to cut CO₂ emissions from our manufacturing sites by at least 20 percent from their 2007 levels.

Since 2001, our manufacturing plant in Toluca, Mexico has encouraged its 2,300 associates to participate in reforestation efforts. To date, we have



In Mexico City, our new headquarters features an advanced training center that will help us grow our footprint and market penetration. Some 6,000 clients, technicians and distributors will be trained in over 500 courses this year.

planted more than 46,000 trees across 100 acres of Toluca's land. In 2010, the team set an ambitious target to plant 10,000 trees by July 5 in celebration of the Worldwide Day for the Environment. Students from the Bosch Training Center, near San Miguel Balderas, Mexico, led the first phase of the program, planting 4,000 trees across eight acres. During the second phase, approximately 6,000 trees were planted near the Xinantécatl volcano. Once all the trees are fully grown, they will absorb 117 tons of CO₂ annually.

In our Charleston, S.C. facility, innovative efforts are underway to conserve significant amounts of wastewater in the manufacturing process. A reclaimed water initiative in partnership with the U.S.

Department of Commerce, Economic Development Administration and Dorchester County will reduce utility costs, increase competitiveness and save 80,000 gallons of wastewater per day.

- ▶ www.bosch-stiftung.de
- ▶ <http://csr.bosch.com>
- ▶ www.boschcampus.com

Bosch Locations in North America

Divisional Headquarters

Automotive Original Equipment

Farmington Hills, Mich.
Plymouth, Mich.

Automotive Aftermarket

Broadview, Ill.

Power Tools

Mount Prospect, Ill.

Home Appliances

Huntington Beach, Calif.

Packaging Technology

Minneapolis, Minn.
New Richmond, Wis.
Raleigh, N.C.

Solar Energy

Palo Alto, Calif.

Bosch Rexroth

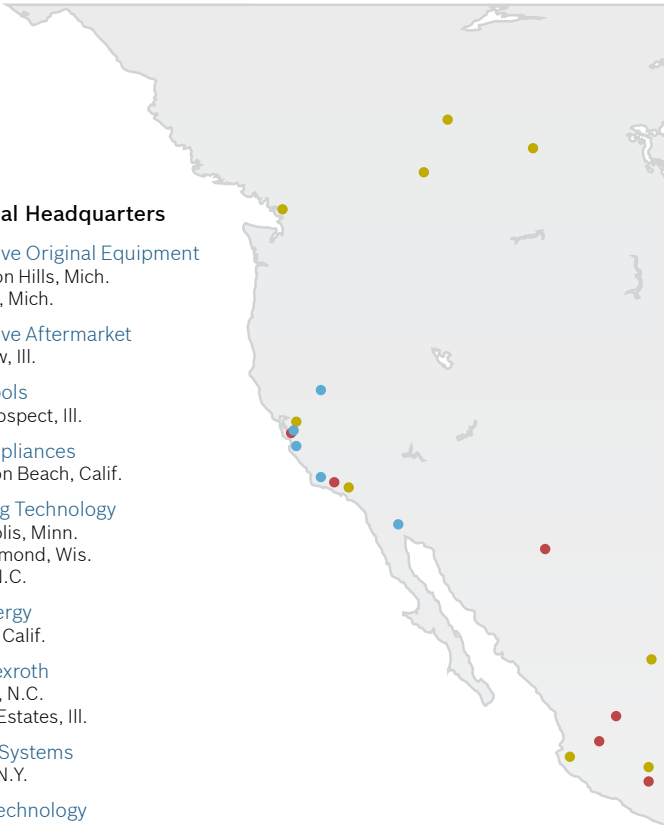
Charlotte, N.C.
Hoffman Estates, Ill.

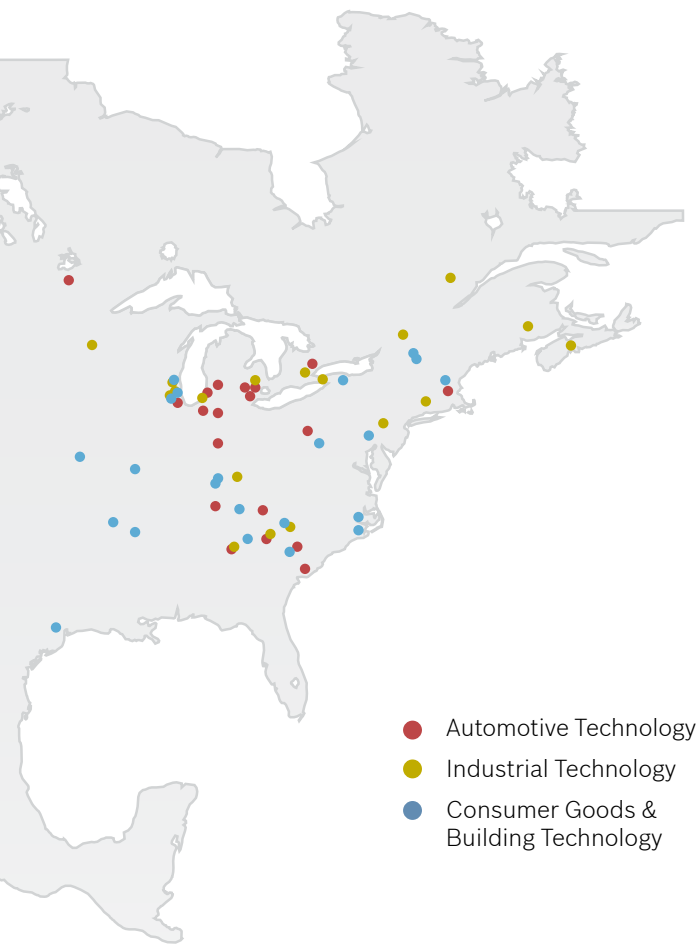
Security Systems

Fairport, N.Y.

Thermotechnology

Ft. Lauderdale, Fla.
Londonderry, N.H.





Milestones in Company History

In 2011, Bosch celebrates its 125th anniversary. Since 1906, North American customers have warmly responded to our innovation and quality. We are dedicated to providing cutting-edge technology while remaining committed to the principles established by our founder. We will continue to enhance the quality of life for our customers with solutions that are both innovative and beneficial - solutions that are “Invented for life.”

1906

Robert Bosch New York, Inc. (later named Bosch Magneto Company), founded.

1910

Bosch establishes sales offices in Chicago, Ill. (1908), San Francisco, Calif. (1909) and Detroit, Mich. (1910).

1911

Bosch Canada opens first sales office in Toronto.

1912

Bosch completes construction of its first North American purpose-built manufacturing facility in Springfield, Mass., to produce magnetos.

1914

Bosch Magneto Company acquires Rushmore Dynamo Works in Plainfield, N.J., boosting production capacity.

1917-1918

U.S. government expropriates assets of Bosch Magneto Company; Company renamed American Bosch Magneto Corporation (Bosch trademark rights re-established in 1983).

1922

Bosch Mexico opens its first sales office in Mexico City.

1930

Robert Bosch Magneto Company Inc. and American Bosch Magneto Corporation merge to form the United American Bosch Corporation (later renamed American Bosch Corporation).

1941-1942

U.S. government expropriates American Bosch Corporation and its assets.

1967

Robert Bosch Corporation moves headquarters to Broadview, Ill.

1973-1974

Robert Bosch Corporation builds manufacturing facility in Charleston, S.C.

1983

Bosch Automotive Research and Development Center opens in Farmington Hills, Mich.

1991

Bosch-Siemens Hausgeraete GmbH establishes U.S. presence, builds state-of-the-art plant in New Bern, N.C.

1996

Bosch establishes Automation Technology business unit in U.S. (later Bosch Rexroth).

1999

Bosch establishes Research and Technology Center North America, with offices in Palo Alto, Calif., Pittsburgh, Pa., and Cambridge, Mass.

2001

Bosch Automation Technology and Rexroth join forces to form Bosch Rexroth Corporation.

2003

Bosch acquires RotoZip.

2006

Bosch celebrates 100 years in the U.S.

Bosch acquires Telex Communications, Inc.

Bosch Rexroth acquires Intelligent Hydraulic Drive technology and research division from Dana Corporation.

2007

Bosch acquires FHP Manufacturing Company and Health Hero Network.

2008

Bosch acquires Hågglunds Drives, ersol Solar Energy, Extreme CCTV, CST berger and Morse Automotives brake friction business.

2009

Bosch acquires Visual Telecommunication Network Inc., and Akustica, Inc.

2010

Bosch acquires RTI Technologies Co., Ltd.

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