

Press release



New Bosch cabin filter designed to help drivers breathe easy in allergy season

- New FILTER+ with three active filter layers improves driver comfort
- Removes allergens, kills bacteria and filters even the finest dust particles
- A cleaner easier drive for allergy sufferers

A sneezing driver is a blind driver – for a moment. With Summer round the corner, Bosch has launched a new cabin filter range which will help drivers crippled by allergies brought on by the season change. It is estimated by the NHS that there are more than 10 million people with hay fever in the UK.¹

Reducing lung irritation and many of the symptoms associated with allergies, the new FILTER+ is a special cabin filter separating dust and allergen particles, and even bacteria.

Drivers can breathe easy with three active layers of filtration working for them. An activated-carbon layer even keeps air smelling fresh. The ultra-fine microfiber layer retains up to 99 percent of all fine dust while a molecular grid structure catches allergens such as pollen, and silver ions within the anti-allergic layer kill harmful bacteria.

By reducing and preventing allergic reactions such as sneezing attacks, the new FILTER+ helps minimise driver distraction. Drivers can focus on the road and breathe freely without irritants blurring their vision or tickling their lungs.

For 25 years now, Bosch cabin filters have been improving driving comfort by ensuring clean air inside the vehicle. With its complete range of cabin filters, reaching from standard and activated-carbon filters through to the particularly powerful FILTER+, Bosch provides just the right filter for any individual requirements. The FILTER+ range is available to distributors for most common car makes and models

Alex Phelan, Product Manager for Filters at Bosch said “With Spring in the air we are delighted to introduce Filter+ from Bosch, our latest product to improve air quality within the vehicle, available now across the UK.”

¹ <http://www.nhs.uk/conditions/hay-fever/pages/introduction.aspx>

ENDS

Press Contacts:

Harriet Stowe – hstowe@torqueagencygroup.com or 0207 952 1071

In the UK, Bosch has been present since 1898, when Robert Bosch opened the company's first office outside Germany. Every one of the Bosch Group's business sectors has a presence in the UK: Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. Bosch operates in the UK as Robert Bosch Limited and employs around 5,300 associates across 41 sites. In 2014, Bosch generated revenues in the UK of 3.7 billion euros.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 375,000 associates worldwide (as of December 31, 2015). The company generated sales of 70.6 billion euros in 2015. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing and sales network covers some 150 countries. The basis for the company's future growth is its innovative strength. Bosch employs 55,800 associates in research and development at 118 locations across the globe. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is *Invented for life.*

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, an 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. Additional information is available online at www.bosch.co.uk, [@BoschUK](https://twitter.com/BoschUK), www.facebook.com/BoschUK