

Press release



Making the bright choice and saving money with Bosch ECO truck bulbs

- Bosch's low-cost bulb range rolled out across truck market
- Bosch ECO Truck Bulb covers 15 of the most common types of bulb

Following the successful launch of the Bosch ECO bulb range last year, Bosch has expanded the range to now cover trucks too. The new line of bulbs has been designed for value-oriented customers looking for a reliable product from a name they can trust.

Covering 15 of the most common types of bulbs with a nominal voltage of 24V, and the collection provides more than 90% market coverage. The new Bosch ECO range ensures that customers have the option of a Bosch branded product at a lower price point.

Ioana Teca, Bosch product specialist for lighting technology said: "The ECO range of bulbs for passenger cars has been a great success and it only makes sense for us to roll this out so that it is now available to the truck market. The range ensures that trucks can make the most of Bosch technology, with products that are hardy with a long life from a name that can be trusted, but at a lower price point."

All Bosch automotive bulbs meet the Economic Commission for Europe (ECE) standards for exterior replacement automotive bulbs, which were put in place to standardise automotive aftermarket replacements. ECE approval demonstrates that the product meets international standards, further signifying the high quality and expectation for which Bosch is known.

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The Automotive Aftermarket division (AA) provides the aftermarket and repair shops worldwide with a complete range of diagnostic and repair shop equipment and a wide range of spare parts – from new and exchange parts to repair solutions – for passenger cars and commercial vehicles. Its product portfolio includes products made as Bosch original equipment, as well as

aftermarket products and services developed and manufactured in-house. About 18,000 associates in 150 countries, as well as a global logistics network, ensure that some 650,000 different spare parts reach customers quickly and on time. In its "Automotive Service Solutions" operations, AA supplies testing and repair-shop technology, diagnostic software, service training, and information services. In addition, the division is responsible for the "Bosch Service" repair-shop franchise, one of the world's largest independent chains of repair-shops, with some 17,000 workshops. In addition, AA is responsible for more than 1,000 "AutoCrew" partners.

Additional information can be accessed at www.bosch-automotive-aftermarket.com

The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). The company generated sales of 73.1 billion euros in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. 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 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 nearly every country in the world. The basis for the company's future growth is its innovative strength. At 120 locations across the globe, Bosch employs some 59,000 associates in research and development.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPresse.