

Bosch expands braking and rotating machine product lines to cover nearly 5 million vehicles

December 21, 2018

BROADVIEW, Ill. – Bosch has added new parts coverage in November and December for vehicles from Acura, BMW, Audi, Fiat, John Deere and more. The new SKUs cover more than 4.8 million vehicles in operation in the US and Canada needing replacement brake pads, starters and alternators.

Bosch Brake Pads

Thirty-four new SKUs were added to the Bosch QuietCast™ Brake Pad, Bosch Blue Brake Pad and Bosch Severe Duty Disc Brake Pad product lines in November and December. The new part numbers extend coverage to late-model Domestic, European and Asian vehicles in operation in the US and Canada including the 2016-2017 Mini Cooper Clubman, 2014-2018 Acura RLX, 2017 Kia Cadenza, 2014-2018 Fiat 500L and 1992-2001 AM General Hummer.

Thirteen new SKUs have been added to the QuietCast line extending coverage to more than 1.2 million vehicles in the US and Canada. The new part numbers include synthetic lubricant with all applications and a hardware kit on select applications. The Bosch QuietCast Brake Pads are developed for the technician who works on all makes and models all day long.

Twenty new SKUs have been added to the Bosch Blue Disc Brake Pad product line, covering 345,000 vehicles in the US and Canada. The pads feature OE-style multi-layer shims that provide superior noise dampening. The pads are designed to deliver quality and performance and are ideal for the shop owner who is looking to provide customers with the best value.

One new SKU has been added to the Bosch Severe Duty Brake Pad product line, extending coverage to more than 4,000 late-model domestic vehicles in the US and Canada. Bosch Severe Duty Disc Brake Pads include an advanced semi-metallic and ceramic copper-free friction formula and multi-layer shims for superior noise dampening.

In total, more than 1.6 million additional vehicles are covered by the Bosch Blue, QuietCast and Severe Duty brake pad product lines.

Bosch Alternators and Starters (Rotating Machines)

Fifteen new part numbers have been added to the Bosch Rotating Machines product line, including six SKUs for remanufactured alternators, one SKU for new alternators and eight SKUs for new starters. The new SKUs extend coverage to more than 3.2 million late-model Domestic, European and Asian vehicles as well as John Deere applications in operation in the US and Canada. These vehicles include the 2008-2011 Mercedes-Benz C300 3.0L V6, 2004-20014 John Deere Loader 244J, JD 2.4L 59HP Diesel, 2014-2015 Audi A6; A7 Quattro Q5 and more.

Bosch remanufactured starters and alternators are built with top-quality materials using the most advanced technology to withstand extreme heat, cold and high demand. They are 100% performance tested to last longer and deliver more reliable service.

These part number additions are for vehicles that may no longer be serviced under warranty but are prime candidates for serviceability in the Independent Aftermarket.

For more information on Bosch new product communication, please visit <http://www.boschautoparts.com/news/new-product-communication>.

Contact:

Mariah Novo

Coyne Public Relations

mnovo@coynepr.com

973-588-2039

About Bosch

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. More than 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 under the Bosch, OTC and Robinair brands. 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.

Having established a regional presence in 1906 in North America, the Bosch Group employs nearly 34,500 associates in more than 100 locations, as of December 31, 2017. In 2017 Bosch generated consolidated sales of \$13.7 billion in the U.S., Canada and Mexico. For more information, visit twitter.com/boschusa, twitter.com/boschmexico and www.bosch.ca.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 402,000 associates worldwide (as of December 31, 2017). The company generated sales of 78.1 billion euros (\$88.2 billion) in 2017. 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 subsidiary and regional companies in 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 125 locations across the globe, Bosch employs some 64,500 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.

Exchange rate: 1 EUR = \$1.12968