

Press Release

September 21, 2016

Bosch launches new “Engine Management for All” promotion

Technicians can earn gift cards through the purchase of eligible Bosch products

„ For every \$250 of eligible Bosch products purchased, automotive technicians can receive a \$20 Cabela’s® gift card, up to a maximum of \$100 per location

„ Program runs September 1 through December 31, 2016

BROADVIEW, Ill. – Robert Bosch LLC, a worldwide supplier of automotive parts and systems to original equipment manufacturers (OEMs) and the independent aftermarket, has announced the launch of its “Engine Management for All” promotion. The promotion is being offered in conjunction with the marking of 40 years of Bosch Oxygen Sensors and its one billionth unit produced in 2016, to thank and reward technicians who recognize the quality of Bosch Engine Management products and regularly purchase and install them on their customers’ vehicles.

From now through December 31, 2016, technicians who purchase \$250 in Bosch Oxygen Sensors, Fuel Pumps or Engine Management Products can submit proof of purchase to receive a \$20 Cabela’s gift card, up to a total of five (5) cards over the term of the promotion for a total value of \$100 per location.

The development of the automotive oxygen sensor paved the way for further Bosch advancements in fuel injection and engine management, firmly establishing Bosch as a global innovation leader. Today, Bosch supplies engine management systems and components – oxygen sensors, fuel pumps, fuel injectors, MAF sensors and many other engine management sensors - to original equipment manufacturers; and the same quality that goes into those OE systems is found on Bosch Engine Management Components for the aftermarket. These parts offer OE form, fit and function to meet or exceed manufacturer specifications.

For complete details on the “Engine Management for All” promotion, contact a Bosch representative. Information on the entire Bosch aftermarket product lineup, including engine management products, can be found at www.BoschAutoParts.com.

Press Photo: Bosch Logo.jpg

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About Bosch:

Having established a regional presence in 1906 in North America, the Bosch Group employs some 31,000 associates in more than 100 locations, as of December 31, 2015. In 2015, Bosch generated consolidated sales of \$14 billion in the U.S., Canada and Mexico. For more information, visit www.boschusa.com www.bosch.com.mx and www.bosch.ca .

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 \$78.3 billion (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 roughly 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."

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

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