

Bosch expands brake pads, oxygen sensors and engine management product lines to cover more than 30 million vehicles

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BROADVIEW, Ill. – Bosch has added new parts coverage in July and August for select vehicle year, make and model years from BMW, Cadillac, Ford, Kia, Subaru, Volkswagen and more. The braking, oxygen sensor and particulate matter sensor SKUs expand coverage to more than 30 million vehicles in operation in North America.

Bosch Brake Pads

Nine new brake pad set SKUs were added to the Bosch QuietCast™ Brake Pad product line. The new part numbers cover to 1.5 million late-model Asian, domestic and European vehicles in operation (VIO) in the U.S. and Canada, including the 2016-2018 Honda HR-V, 2017-2019 Subaru Impreza, 2013-2017 Fiat 500 and more. The new part numbers include synthetic lubricant with all applications and a hardware kit on select applications. Bosch QuietCast Brake Pads are developed for the generalist who works on all makes and models.

Eight new brake pad set SKUs have also been added to the Bosch Blue Disc Brake Pad product line to add coverage to 961,000 VIO, including the 2018-2019 Subaru Crosstrek, 2016-2018 Chevrolet Spark, 2017 Hyundai Elantra GT and more. The brake pads feature multi-layer shims for superior noise dampening and select applications are towel-wrapped for added protection. Bosch Blue Disc Brake Pads are built for the everyday driver with quality, performance and value in mind.

Bosch Oxygen Sensors

As the world's leading supplier and original equipment manufacturer of oxygen sensors, Bosch has added 40 new SKUs to its product line to provide extended coverage to 29.2 million Asian, domestic and European VIO. Majority of the new oxygen sensors cover late model applications through the 2019 model year, such as the Cadillac Escalade and Escalade ESV, Chevrolet Colorado, GMG Sierra 1500 Limited and Yukon among others. In addition to the new part numbers, Bosch refreshed the packaging with updated logo, graphics, features and benefits for its entire line of oxygen sensors.

Bosch Engine Management

Eleven new SKUs have been added to the Bosch Particulate Matter Sensor product line, extending coverage to 50,000 vehicles in operation in the U.S. alone, including 2014-2016 Audi Q5 3.0 TDI quattro, 2018 Range Rover Velar 2.0 D180 AWD, 2015 Mercedes-Benz ML 350 BlueTec 4MATIC and more. Bosch is the original equipment supplier of particulate matter sensors and puts the

same quality into each aftermarket part to ensure diesel particulate filters work as intended to maximize fuel efficiency.

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

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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 35,400 associates in more than 100 locations, as of December 31, 2018. In 2018 Bosch generated consolidated sales of \$14.5 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 410,000 associates worldwide (as of December 31, 2018). The company generated sales of 78.5 billion euros (\$92.7 billion) in 2018. 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 create solutions 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 460 subsidiary and regional companies in over 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 nearly 130 locations across the globe, Bosch employs some 68,700 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](https://twitter.com/BoschPresse).

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