Overview
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Bosch Today
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Introduction to Bosch Company History
Bosch History at a glance

“I have always acted according to the principle that I would rather lose money than trust. The integrity of my promises, the belief in the value of my products and of my word of honor have always had a higher priority for me than a transitory profit.”

Robert Bosch, 1919
November 11, 1886 | The “Workshop for Precision Mechanics and Electrical Engineering” opens in Stuttgart

As well as installing telephone systems in the early years, Robert Bosch and his associates also built, repaired, and sold all kinds of precision mechanical and electrical engineering equipment.
Bosch and magneto ignition

1887  First Bosch magneto ignition for stationary engines

1897  First magneto ignition for cars

1902  First high-voltage magneto ignition with spark plug
Robert Bosch – His life and work (1861–1942)

Going global

1898  First sales office outside Germany opened in London.
1905  First factory outside Germany opened in Paris.
1912  Start of production at Bosch's first U.S. plant in Springfield, Massachusetts
1913  Bosch generates 88% of its sales outside Germany.

Loses its sites outside Germany as a result of the first world war
We operate according to a system of values and have done so since 1886. We consistently use standardized tools to promote an international, value-oriented company culture.

1. Future and result focus

2. Responsibility

3. Initiative and Determination

4. Openness and Trust

5. Fairness

6. Reliability, credibility and legality

7. Cultural diversity
Bosch values

What we build on. What motivates us: values (I)

1. **Future and result focus**
   In order to ensure dynamic development of our company and to guarantee our long-term corporate success, we participate in shaping the changes in market and technologies. By doing so, we provide our customers with innovative solutions and our associates with attractive jobs.

   We act result focused in order to secure growth and financial independence.

   With the dividends generated, the Robert Bosch Foundation supports charitable activities.

2. **Responsibility**
   We accept that our actions must accord with the interests of society.

   Above all else, we place our products and services in the interests of the safety of people, the economic use of resources, and environmental sustainability.

3. **Initiative and determination**
   We act on our own initiative, with an entrepreneurial but accountable spirit, and demonstrate determination in pursuing our goals.
Bosch values

What we build on. What motivates us: values (II)

4. Openness and trust
   We provide each other with timely and clear information on developments within the company. We also cultivate open communication with business partners and investors. As a result, we have established a sound foundation for cooperation based on trust, both within and beyond the walls of our company.

5. Fairness
   We view mutual fairness as a condition of our corporate success when dealing with one another and with our business partners.

6. Reliability, credibility, and legality
   We promise only what we can deliver, accept agreements as binding, and respect and observe the law in all our business transactions.

7. Cultural diversity
   We are aware of our company's regional and cultural origins and at the same time regard diversity as an asset, as well as a precondition of our global success.
Bosch today: technology to enhance quality of life
### Bosch: success factors

#### Overview Bosch success factors

<table>
<thead>
<tr>
<th>Success Factor</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independence and financial strength</td>
<td>![Building Image]</td>
</tr>
<tr>
<td>Innovative strength</td>
<td>![Innovation Image]</td>
</tr>
<tr>
<td>Quality and reliability</td>
<td>![Quality Image]</td>
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<tr>
<td>Global presence</td>
<td>![Global Image]</td>
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<tr>
<td>Strategic far-sightedness</td>
<td>![Strategy Image]</td>
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<tr>
<td>Efficient processes</td>
<td>![Efficiency Image]</td>
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<tr>
<td>Forward-looking HR development</td>
<td>![HR Image]</td>
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"In a large, well managed company, [...] cooperation is a must and each individual depends on the other."
Bosch is one of the world’s most innovative technology companies.

Some 42,800 researchers and developers work at Bosch: at 89 locations worldwide, in a single network.

Each working day, Bosch files 19 patents on average.

This makes Bosch one of the world’s leading companies for patent applications, and puts it in first place in Germany.

Bosch has invested more than 35 billion euro in research and development over the past ten years.
Bosch: a global network

Four business sectors

Automotive Technology

Industrial Technology

Energy and Building Technology

Consumer Goods
Automotive Technology business sector

Automotive Technology: an overview

Powertrain systems  Safety systems  Comfort systems
No automobile without Bosch
### Bosch milestones in automotive technology (I)

#### ...became global standards

<table>
<thead>
<tr>
<th>Year</th>
<th>Milestone</th>
</tr>
</thead>
<tbody>
<tr>
<td>1902</td>
<td>High-voltage magneto, spark plug made engines reliable.</td>
</tr>
<tr>
<td>1913</td>
<td>Complete electrical systems made cars driver-friendly. Electric starter was integrated in 1914.</td>
</tr>
<tr>
<td>1927</td>
<td>Diesel injection for motor vehicles spawned a revolution. First added to passenger cars in 1936.</td>
</tr>
<tr>
<td>1978</td>
<td>ABS antilock braking system keeps vehicles under control during braking.</td>
</tr>
<tr>
<td>1980</td>
<td>Airbag control units save thousands of lives every day.</td>
</tr>
</tbody>
</table>
### Bosch milestones in automotive technology (II)

...become global standards

<table>
<thead>
<tr>
<th>Year</th>
<th>Milestone</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>ESP®</td>
<td>ESP® electronic stability program 80% fewer skidding accidents if all cars had ESP®</td>
</tr>
<tr>
<td>1997</td>
<td>Common-rail high-pressure diesel direct injection</td>
<td>30% less fuel consumption, 25% less CO₂, 50% more torque¹</td>
</tr>
<tr>
<td>2004</td>
<td>Denoxtronic for diesel vehicles</td>
<td>85% lower NOₓ emissions</td>
</tr>
<tr>
<td>2007</td>
<td>Start-stop system</td>
<td>8% less fuel consumption, 8% less CO₂ in urban driving</td>
</tr>
<tr>
<td>2009</td>
<td>Predictive emergency braking system</td>
<td>Helps to prevent serious rear-end collisions.</td>
</tr>
<tr>
<td>2010</td>
<td>Hybrid drive</td>
<td>Roughly 25% less fuel consumption and CO₂. Offered in conjunction with diesel engine since 2011.</td>
</tr>
</tbody>
</table>

¹ Compared with gasoline engine fitted with conventional port fuel injection
Automotive competence from a single source

Global presence

Development, manufacturing, and service network across 122 locations in 28 countries

- Americas: 20 manufacturing sites in 3 countries
- Europe: 57 manufacturing sites in 16 countries
- Asia Pacific and Africa: 45 manufacturing sites in 9 countries

→ We have a **global-local presence**: we are present wherever our partners need us, and that means we **understand** our customers and markets.
Bosch in Romania

Bosch Locations 5
Bosch Entities 4

Bosch Communication Center S.R.L.
- since 2008

Bosch Rexroth S.R.L.
- since 2007
  • Drive and Control Production Unit
  • Chassis Systems Control Production Unit

Robert Bosch S.R.L.
• Automotive Electronics Production Unit
• Research Center
- start the production in 2014

Robert Bosch S.R.L.
- since 2008

Bosch Siemens Electrocasnice S.R.L.
- since 1999

Robert Bosch S.R.L.
- since 1994
Bosch in Cluj-Napoca

Production Unit – in Jucu, Cluj

Bosch competence centers in Romania
• Opening: May 2014
• Production unit and Research Center for electronic control units for the automotive industry
AE products planned for Cluj-Napoca (examples)

- **Electronics for Actuation Systems (AS)**
- **Electronics Thermal Systems (TS)**
- **Electronics for Wiper Systems (WS)**
- **Body Computer**
- **Direct Current/Direct Current-Converter**
- **Inverter for solar energy systems**
The launch of research and development activities in Romania

Bosch promotes research and development in Romania

- 11/2013 opening of a new Research and Development Center in Cluj-Napoca
Bosch Company Presentation

Cluj R&D Overview

- Photovoltaic Inverters
  - Invert DC from photovoltaic cells into AC
  - Development of embedded Software

- Driver Assistance Systems
  - Image processing algorithms for vision systems, embedded software development
  - Park and maneuvering assistance systems

- Reliability
  - Endurance testing
  - Physical and Chemical analysis

There will be more R&D areas in the future!!
Apply for

Praktikum@Bosch (m/f)

WorkingStudent@Bosch (m/f)

Make it happen! Apply now at

resurseumane@ro.bosch.com