



Fortune Magazine's "World's Most Admired Companies"

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## **Bosch Named as the World's Most Admired Automotive Supplier**

Particularly valued: innovation, long-term investments, quality

- ▶ 4,100 managers from 670 companies in 33 countries surveyed
- ▶ Leap from third place last year to this year's top spot

Bosch has been named the world's "most admired" automotive supplier by the U.S. business magazine Fortune. 4,100 managers from 670 companies in 33 countries particularly associate Bosch with innovation, use of corporate assets, management quality, long-term investment, as well as product and service quality. The global player consequently moved up from number three to number one on Fortune's 2010 ranking list in the industry category "Motor Vehicle Parts".

Bosch also took place number four among the most admired companies with headquarters in Germany – after Eon, BASF, and BMW. Additionally, Bosch is number 14 in the overall European ranking.

"This accolade in such economically difficult times is extremely pleasing for us. It underscores our company's exceptional strengths and our associates' superb level of expertise," says Franz Fehrenbach, chairman of the Bosch board of management.

Fortune's "World's Most Admired Companies" is one of the most renowned company reputation ranking lists. The U.S. magazine has run the yearly survey since 1997. For more information, go to:

[www.money.cnn.com/magazines/fortune/mostadmired/2010](http://www.money.cnn.com/magazines/fortune/mostadmired/2010).

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*The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, some 270,000 associates generated sales of roughly 38 billion euros (\$53 billion) in the areas of automotive and industrial technology as well as consumer goods and building technology in fiscal 2009. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3.5 billion euros (\$4.9 billion) for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.*

*In North America, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial drives and control technology, power tools, security and packaging technology, thermotechnology, household appliances, solar energy and healthcare products. Bosch employs nearly 24,000 associates in more than 70 locations throughout the U.S., Canada and Mexico, with reported sales of \$8.6 billion in fiscal 2008. For more information on the company, visit [www.boschusa.com](http://www.boschusa.com).*