

BSH to become a wholly-owned subsidiary of the Robert Bosch group

BSH – Bosch and Siemens Home Appliances - is to become a wholly-owned subsidiary of the Robert Bosch group, a leading global supplier of technology and services.

It was agreed in September this year, that Robert Bosch GmbH would acquire Siemens' 50 percent stake in BSH at a purchase price of €3 billion. It is anticipated that the transaction will be completed by June 2015. However, before the transaction is concluded, both Siemens and Bosch will receive an additional distribution of €250-million from BSH.

The Bosch Group operates all over the world in numerous sectors, namely: Automotive, Industrial, Consumer Goods, and Energy and Building Technology. For more than a century, the name "Bosch" has been associated with forward-looking technology and inventions.

BSH was created in 1967 when Bosch and Siemens combined their household appliance activities. Since then, BSH has become Europe's largest producer of household appliances and a world leader in its field, with a revenue of about €10, 5 billion and about 50 000 employees worldwide.

As a household appliance producer, BSH constantly aims to provide intelligent technologies, which are robust and comfortable but still user-friendly and efficient. With BSH becoming a wholly-owned subsidiary of Bosch, there will be more cooperation and development synergies from a technological perspective. In addition, the consolidation of the Bosch brand will further enhance technological innovations and development for BSH, says Enrico Hoffman, the Managing Director for BSH.

Earlier this year BSH announced it is actively working on a smartphone application to control home appliances. This pioneering technology, known as HOME CONNECT, is the first solution in the world that allows multiple appliance brands to be controlled through one single app. The "Smart Home concept" enables the app to connect to appliances through the home Wi-Fi network.

The lambda sensor, which was invented by Bosch almost 40 years ago, is a typical example of the many Bosch products that reflect the company's slogan *Invented for life*. Also known as an oxygen sensor, it is an electronic device that measures the proportion of gas or liquid being analysed. This sensor is primarily used in vehicles for efficient engine operation and it used by 85% of car manufacturers worldwide. This technology has since been implemented in Bosch ovens as well, which demonstrates how dynamic Bosch technology can be, explains Hoffman.

Strategically and technologically, BSH is a suitable match for the Bosch Group, as both companies are internationally positioned and they maintain an innovation-orientated approach, adds Markus Thill, the MD of Robert Bosch South Africa.