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Bosch Unveils Eagerly Anticipated 18-volt and 14.4-volt Li-Ion Platforms

*New Brute Tough™ and Compact Tough™ tools feature best-in-class
runtime, flexibility and performance.*

Mississauga, Ontario, August 27, 2008 – Building on the success of its award-winning 36-volt and 12V-Max Lithion cordless tool platforms, Bosch Power Tools and Accessories today unveiled its first Lithion-powered offerings in the popular 18V and 14.4V size ranges. The core of Bosch's mid-range Lithion™ launch is a full range of cordless drill/drivers and hammer drill/drivers purpose-built to offer the best runtime, battery life, durability and performance in the industry.

“With our launches of 12V MAX and 36V lithium ion tools, Bosch brought compact power and corded power innovation to the category at both ends of the cordless spectrum. With our renowned Brute Tough™ drill design we brought unprecedented durability to the category. And with our Lithion™ system we brought the most unique battery technology to the category” says Edwin Bender, Bosch's group product manager for the cordless tool category. “Now we've combined the best of these innovations to deliver the best-built lithium ion tools in the business. Guaranteed.”

Whether you're an all-day, everyday user who demands uncompromising toughness or a lighter duty user who prefers light weight and value, Bosch has developed six new tools to give each user exactly what he/she needs.

Bosch's Brute Tough lineup boasts best-in-class speed and runtime, perfect for the most demanding professional users and applications. All of the new BruteTough products deliver phenomenal increases in speed and runtime versus the competition, especially in tough applications such as spade bit drilling, hole saw cutting and large fastener driving.

BOSCH LAUNCHES MID-RANGE LITHEON \ Add One

But that's just half of the story. Bosch's Brute Tough tools have always been known for unparalleled durability and toughness, and the new lineup takes things a step further. The combination of distinctive

Bosch unibody motor construction, all-metal gear train and DuraShield housing yield a tool that will last long-term and even withstand drops from 10 feet. Additional durability-enhancing features include a sturdy 25+1 clutch and tight-gripping ½” metal chuck.

In addition, Bosch has improved the tools’ ergonomics – better balance and more comfortable grip surfaces – to minimize user fatigue and increase long-term productivity.

The new Brute Tough lineup, equipped with Bosch FatPack batteries, includes:

17618-01	18V Litheon BruteTough Hammer D/D
17614-01	14.4V Litheon BruteTough Hammer D/D
37618-01	18V Litheon BruteTough D/D
37614-01	14.4V Litheon BruteTough D/D

For users who desire comfort, convenience and value, Bosch has upgraded its popular Compact Tough lineup. Known for lightweight, maneuverable performance at a friendly price point, Bosch’s Compact Tough tools still deliver great speed, power and performance. Even when using the SlimPack battery, the Compact Tough Drill/Drivers feature up to 50 percent greater runtime than the competition.

The new Compact Tough tools also deliver improved ergonomics, a versatile 20-position clutch and a robust ½-inch single sleeve chuck. Bosch Compact Tough tools come standard with Bosch SlimPack batteries. The lineup includes:

36618-02	18V Litheon CompctTough D/D
36614-02	14.4V Litheon CompctTough D/D

At the heart of the new tools is Bosch’s outstanding Litheon™ battery technology. Offering up to 35 percent more runtime than the competition and two times more recharge cycles over the life of the battery, the Litheon system keeps users moving forward in any application. Bosch’s patented Electronic Cell and Motor Protection, meanwhile, protects both the battery and the tool by preventing the three main causes of battery failure – overheating, overloading and deep discharging.

BOSCH LAUNCHES MID-RANGE LITHEON \ Add Two

Another key feature of Bosch’s new mid-range Litheon™ family is the Flexible Power System, an option first made popular by Bosch’s 36V Litheon tools. The FatPack option delivers maximum runtime, while the SlimPack option offers light weight. All of Bosch’s Brute Tough and Compact Tough tools are compatible with both options.

Bosch is so confident in its Lithion system that it backs the platform with its ProVantage 3-year Tool Protection Plan and 2-year battery replacement plan. “Our ProVantage Protection Plan is the best cordless tool program in the industry,” says Bender. “No questions asked, no worries about number of charge cycles, no fine print. We guarantee our system – period.”

Bosch’s new Brute Tough and Compact Tough 14.4V and 18V offerings will be available nationwide October 2008. Also launching later this fall will be an impressive lineup of complimentary Lithion tools, including an 18V circular saw, an 18V reciprocating saw and an 18V heavy duty jobsite flashlight. All tools in the system will be compatible with both FatPack and SlimPack battery designs.

Each of the new Brute Tough and Compact Tough tools comes with two batteries and a 30-minute charger. To find out more, visit www.boschtools.com or call 877-BOSCH-99.

About Bosch Power Tools and Accessories:

Bosch Power Tools and Accessories is one of the divisions within the \$1 billion, 4,000 employee strong Robert Bosch Tool Corporation, which is the North American branch of the largest power tool and accessory manufacturer in the world, Robert Bosch GmbH. Bosch provides a complete line of corded and cordless power tools and accessories engineered to survive any jobsite and allow professionals to take control of their work. For more information, call toll free 877-BOSCH-99 (877-267-2499) or visit www.boschtools.com.

About Bosch Group:

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 271,000 associates generated sales of 46.3 billion euros (over \$63 billion) in fiscal 2007. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in roughly 50 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3 billion euros for research and development, and applies for over 3,000 patents worldwide. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as “Workshop for Precision Mechanics and Electrical Engineering.”

In North America, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial automation and mobile products, power tools and accessories, security technology, thermo-technology, packaging equipment and household appliances. Bosch employs approximately 25,000 associates in more than 70 locations throughout the U.S., Canada and Mexico, with reported sales of \$9.5 billion in fiscal 2007. For more information on the company, visit www.boschusa.com.

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