



GROUNDBREAKING OF NEW BOSCH REGIONAL HEADQUARTERS

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- Investment of **S\$92 million** in Bosch's new Regional HQ
- A green and environmental-friendly building

Singapore, December 12, 2007 – Today Bosch (SEA) Pte Ltd commemorates an important milestone, as it officiates the Groundbreaking Ceremony for its **new seven-storey building at Bishan Street 21**, to be completed by late 2009. This new and larger Regional Headquarters has been planned **to meet Bosch's expansion challenges and future growth in Singapore, Southeast Asia and Asia Pacific.**

The Guest-of-Honour, Mr Lim Siong Guan, Chairman of the Singapore Economic Development Board and Mr Cem Peksaglam, President and Managing Director of Robert Bosch (SEA) Pte Ltd, will officiate the momentous occasion. This will be witnessed by His Excellency, Folkmar Stoecker, Ambassador of the Federal Republic of Germany to Singapore, as well as customers of Bosch and associates.

"The establishment of new divisions, the excellent growth of our business, the increasing number of associates and now the investment in our new Regional Headquarters, shows our continued confidence in Singapore as a strategic location to support the group's business growth here, in South East Asia and Asia Pacific," said Mr Cem Peksaglam, President and Managing Director of Robert Bosch (SEA) Pte Ltd.

“The EDB very much welcomes BOSCH's decision to set up their Asia Pacific Regional Headquarters for Corporate R&D in Singapore. We wish BOSCH great success. Their decision underlines Singapore's attractiveness as a centre for companies to manage and grow their regional markets due to the availability of talent, excellent infrastructure and easy connectivity,” said Mr Lim Siong Guan, Chairman of Singapore Economic Development Board.

With more than 3,900 associates in Southeast Asia, Bosch is well entrenched in the businesses they are in and is confident that sales will top the **S\$1.4 billion** mark, including internal sales, by end of 2007. Bosch's sales to third parties this year alone is expected to reach more than S\$800 million, an increase of 30%, when compared with 2006.

Bosch has come a long way since the early days when its products were first made available in Singapore in 1923. Founded almost 50 years ago, Diesel Electric marked the start of its diesel activities, which formed the basis of its successful business set-up in Singapore.

In June 2007, the set-up of a computer data centre in Singapore to provide IT support for more than 200 Bosch offices for Asia-Pacific, became another milestone. In addition, Bosch has the blueprints to establish a **Research & Development Centre for Information Technology** and a **Regional Centre for Corporate Research**, both in Singapore to cater for the Asia-Pacific region.

When completed, this **environmental-friendly building** will yield a gross floor area of 225,000 sqft (plus two basement car parking floors). The new Regional Headquarters, built at a cost of S\$92 million will house its business sectors. The new building has been planned to manage growth that allows the capacity to accommodate 1,200 people. The Headquarters is well positioned to allow expansion and consolidation of its various sites and centres.

The completion of the new premises would be timely in meeting its corporate growth challenges and it would be a showcase of Bosch's commitment in delivering a “green” building with the latest technologies. Robert Bosch has engaged the architects, SEP Partnership, to ensure that the new Headquarters architectural concept takes the sustainability and energy

efficiency as its key design considerations in order to achieve at least the Building Construction Authority's (BCA) Green Mark Gold rating. The aim is to achieve an energy savings of at least 25% as compared to a similar building without energy efficient features.

One key architectural feature is an energy efficient building envelope design, which involves the installation of an External Venetian Blind (EVB) System. Operated by solar sensing devices, the EVB can be raised or lowered and the blades can be rotated on its axis. An electrical override is provided so that each individual occupant can adjust the blinds to meet his or her needs.

Other "green" features include energy efficient mechanical and electrical system and fittings, a high score of green plot ratio, water efficiency, use of environmental management systems, maintaining a healthy indoor environment quality and protection.

- The End -

For media enquiries, please contact:

Communications DNA Pte Ltd

Deborah Quek

DID: +65 6327 7164

Mobile: +65 9796 4221

Email: deborah.quek@commsdna.com

Evelyn Neo

DID: +65 6327 7120

Mobile: +65 9728 0820

Email: evelyn.neo@commsdna.com

About the 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 260,000 associates generated sales of 43.7 billion euros in fiscal 2006. The Bosch Group comprises Robert Bosch GmbH and its roughly 300 subsidiary and regional companies in over 50 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spends more than three billion euros each year for research and development, and in 2006 applied 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."

The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information can be accessed at www.bosch.com