

Bosch launches ‘Innovation Around My Campus’ competition with UTAR to underscore importance of energy efficiency with young minds

- Competition as platform for UTAR students to develop innovative and sustainable ideas powered by Bosch technology to improve energy efficiency around their campus

Kuala Lumpur, Malaysia, 14 June 2013 – Bosch today announced the launch of ‘Innovation Around My Campus’ with Universiti Tunku Abdul Rahman (UTAR) in Kuala Lumpur. The competition, which runs from 6 June 2013 – 8 August 2013, serves to promote energy efficiency within the campus via the development of sustainable innovations by UTAR students using Bosch technology.

The team with the most creative and innovative functional design will be awarded a cash prize of RM 5,000 and internship stints each with Bosch Malaysia. First and second runner-ups will take away RM 3,000 and RM 1,000 of cash prizes respectively.

“For Bosch, sustainability has been an integral part of our corporate social responsibility since the very beginning. Besides monetary support, the competition allows us to promote science, technology and environmental causes. We also strongly believe in the importance of investing in the future of local communities, and we hope to help UTAR students to understand the significance of and play their part in boosting energy efficiency, conserving resources, and protecting our climate and the world we live in,” said Martin Hayes, President of Bosch Southeast Asia, as well as Managing Director of Bosch Malaysia and Singapore.

Hayes added, “We look forward to receiving quality submissions from the students which would highlight their creativity and interpretation of the theme. As sustainability is a key aspect of our guiding vision at Bosch, we hope to share our values and innovative strength with the future generation of Malaysia.”

Students from all faculties are eligible to enter the competition in teams of not more than 3 members. Each entry must demonstrate the innovative use of materials and design to develop an original concept which incorporates the theme of ‘Energy Efficiency’ using Bosch automotive, power tools or security system products or components.

Dr. Liang Meng Suan, Associate Professor and Head of Department of Mechanical &

Material Engineering of UTAR said, "We are honoured to collaborate with Bosch to organise the inaugural 'Innovation Around My Campus'. This competition will enable our students to rise to an exciting new challenge to showcase their potential and skills to a reputable international organisation such as Bosch."

Bosch is a leading global supplier of technology and services in Automotive and Industrial Technology, Consumer Goods Technology, Energy and Building Technology, Software and Systems Solutions. As a social-minded company, Bosch is committed to environmentally sustainable business practices and supporting education as a core focus of its corporate social responsibility to improve the well-being of communities. In 2011, Bosch held the Power Tools Cordless Race Asia to challenge university students to design and build racing karts powered by Bosch cordless Lithium-Ion technology. The winning team represented Malaysia in the Grand Finals in China to compete against other teams from the Philippines, Thailand, South Korea and China.

For media enquiries, please contact:

Zairynn Yazmi
Senior Officer, Corporate Communications
Robert Bosch Sdn Bhd
DID: +603 7966 3137, Mobile: +6012 269 7474
Email: zairynn.yazmi@my.bosch.com

About Bosch Malaysia

Bosch has been present in Malaysia since 1923, represented by Robert Bosch Sdn Bhd, with offices located in Selangor, Perak and Penang. In Malaysia, Bosch is active in the areas of Automotive Aftermarket, Power Tools, Security Systems, Drive and Control, Packaging Technology, Solar Energy and Thermotechnology. The company has two manufacturing arms in Penang providing car multimedia systems and power tools. Bosch also operates joint ventures in Malaysia including BSH Home Appliances Sdn Bhd, FMP Automotive (Malaysia) Sdn Bhd and ZF Steering (Malaysia) Sdn Bhd. In 2011, Malaysia contributed sales of RM 488 million (122 million euros) and employed more than 2,400 associates. Additional information can be accessed at www.bosch.com.my

About Bosch worldwide

The Bosch Group is a leading global supplier of technology and services. In fiscal 2012, its roughly 306,000 associates generated sales of 52.5 billion euros. Since the beginning of 2013, its operations have been divided into four business sectors: Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 360 subsidiaries and regional companies in some 50 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. Bosch spent some 4.8 billion euros for research and development in 2012, and applied for nearly 4,800 patents worldwide. The Bosch Group's products and services are designed to fascinate, and to improve the quality of life by providing solutions which are both innovative and beneficial. In this way, the company offers technology worldwide that is "Invented for life." Additional information is available online at www.bosch.com

and www.bosch-press.com