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Bosch Technology Delivers Top Performance and Fuel Efficiency for Audi's New TDI Clean-Diesel Models

WASHINGTON, D.C. – Bosch, a leading global technology supplier, announced today at the Washington Auto Show that its clean diesel technology will be featured in four new Audi TDI models now in the U.S. market – the Audi A8, A7, A6 and Q5. Bosch's technology will provide significant benefits to Audi's lineup, including improved fuel efficiency, better performance and lower carbon emissions, all important qualities for today's consumer.

"As a leading clean-diesel supplier, we are proud to work with Audi to offer drivers an alternative powertrain that has so many unique benefits," said Bernd Boisten, regional president, Diesel Systems North America, Robert Bosch, LLC. "For us, it's about giving consumers the best available options. With proven technology, clean diesel offers a solution that is cost-effective, environmentally friendly and ultimately fun to drive."

Today's diesel vehicles are increasingly advanced, delivering up to 30 percent better fuel economy compared with traditional port-fuel-injected (PFI) gasoline engines, while providing 50 percent more torque and up to 25 percent lower CO2 emissions. As a result of these benefits, Bosch anticipates the market penetration of clean diesel-powered engines in the U.S. to grow to 10 percent by 2018. The recent announcement from Audi further solidifies this growth.

"We have just started to tap the potential of clean diesel technology," said Scott Keogh, president, Audi of America. "Our plan to add four new TDI models to our U.S. lineup this year demonstrates our commitment to clean diesel as a way to improve fuel economy and to curtail greenhouse gas emissions."

In addition to energy-efficient innovation, diesel vehicles offer sustainability and affordability, and consumers are taking note. According to Bosch's analysis of Polk registration data, when consumers have the option of owning and operating a gasoline-fuel vehicle or a clean-diesel engine in the same make and model, 30 percent are more likely to choose diesel.

“Multiple reasons explain this growth in consumer acceptance, but purchasers are beginning to understand that diesels offer substantial value when compared with traditional gasoline engines,” Boisten said. “For instance, a Carnegie Mellon University study underwritten by Bosch found that the price differential between a clean-diesel passenger car and a traditional PFI gasoline-powered vehicle could be recouped in less than 18 months of driving, through higher resale values and fuel savings,” he added.

Bosch continues to see growth potential for clean diesel, especially as more auto manufacturers adopt this technology. The company is exhibiting its clean diesel technology during the Washington Auto Show, taking place February 1-10.

For more information, running footage and photos of Audi TDI models, please visit: www.AudiUSANews.com

For more information about Bosch clean diesel technology, please visit: <http://www.bosch.us/content/language1/html/945.htm>

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About Bosch

Automotive Technology is the largest Bosch Group business sector. According to preliminary figures, its sales came to 30.9 billion euros (\$39.7 billion USD), or 59 percent of total group sales, in fiscal 2012. This makes the Bosch Group one of the leading automotive suppliers. Worldwide, some 171,000 Automotive Technology associates work in seven areas of business: injection technology for internal-combustion engines, powertrain peripherals, alternative drive concepts, active and passive safety systems, assistance and comfort functions, in-car information and communication, as well as services and technology for the automotive aftermarket. Bosch has been responsible for important automotive innovations, such as electronic engine management, the ESP® anti-skid system, and common-rail diesel technology.

The Bosch Group is a leading global supplier of technology and services, active in the fields of automotive technology, energy and building technology, industrial technology, and consumer goods. According to preliminary figures, more than 306,000 associates generated sales of 52.3 billion euros (\$67.2 billion USD) in 2012. The Bosch Group comprises Robert Bosch GmbH and its more than 350 subsidiaries and regional companies in some 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. Bosch spent some 4.5 billion euros (\$5.8 billion) for research and development in 2012, and applied for over 4,700 patents worldwide.

Press Release



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.

In the U.S., Canada and Mexico, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial drives and control technology, power tools, security and communication systems, packaging technology, thermotechnology, household appliances, solar energy, healthcare telemedicine and software solutions. Having established a regional presence in 1906, Bosch employs over 22,500 associates in more than 100 locations, with sales of \$9.8 billion in fiscal year 2011. For more information, visit www.boschusa.com, www.bosch.com.mx and www.bosch.ca.

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