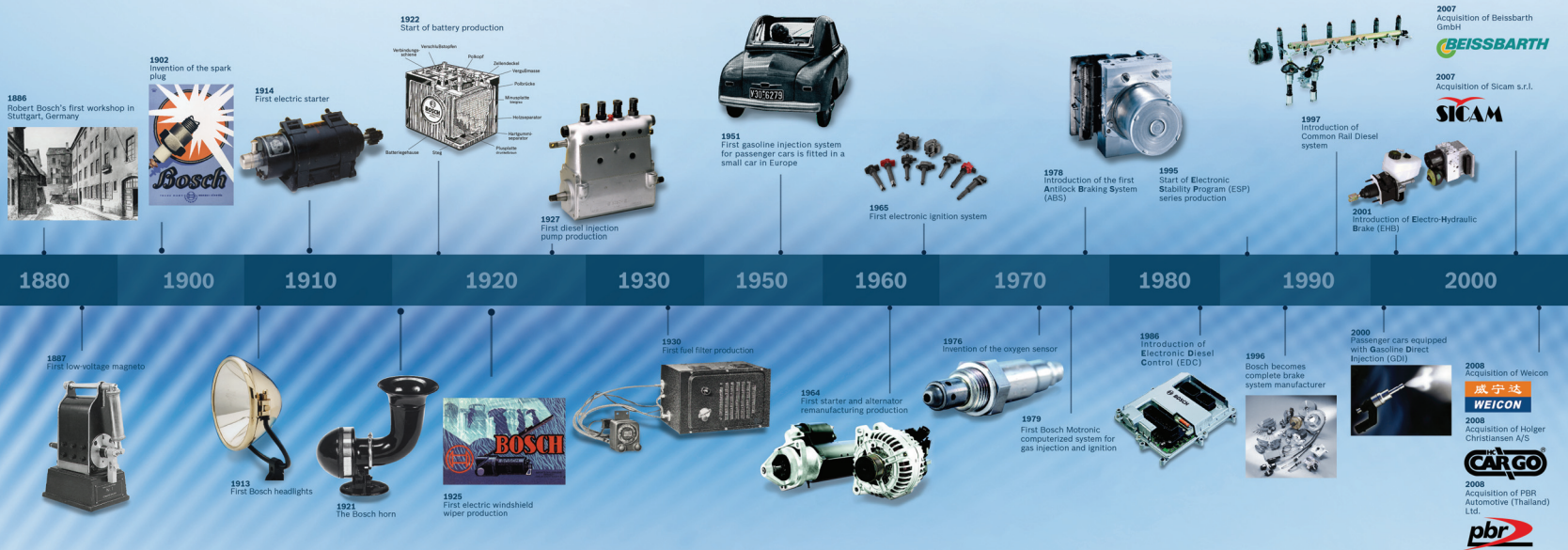


# Key Milestones of Robert Bosch Automotive



## Robert Bosch in SEA (South East Asia)

Robert Bosch founded his first workshop in Stuttgart, Germany, in 1886. In the last 125 years Robert Bosch has grown to one of the largest automotive parts & equipments manufacturers in the world. There are over 250,000 associates in 270 subsidiaries worldwide working towards bringing the latest automotive technologies to the car drivers. Bosch innovations have significantly improved car safety, performance and fuel efficiency over the years. There are at least 12 new patents registered by Bosch every day. The first representative offices in South East Asia were opened in 1923 in Malaysia, Singapore and Thailand. Today Robert Bosch (SEA) is a supplier to major car manufacturers in SEA and counts more than 1,500 partners.

## Key milestones

- 1923** First Bosch representative in Malaysia (Penang), Singapore and Thailand (Bangkok)
- 1926** First Bosch representative in the Philippines (Manila)
- 1973** First manufacturing in Malaysia (Penang)
- 1993** Regional Headquarters in Singapore (temporary coordination for all Bosch activities in South East Asia)
- 1996** First manufacturing in Thailand (Amata City)
- 2002** Founding of a Regional Office South East Asia for product Marketing in AA, Singapore
- 2006** First Bosch representative in Indonesia
- 2008** First representative in Vietnam (Ho Chi Minh City)

