

Bosch Launches New Geothermal Product Line for US Market

May 9, 2011

- ▶ FHP rebrands residential business as Bosch
- ▶ New line of Energy Star-certified efficient geothermal heat pumps; enhanced HVAC professionals support network announced

Ft. Lauderdale, FL – Bosch Thermotechnology North America, a leading provider of energy efficient heating and air conditioning comfort systems and high quality solar thermal systems and water heaters for homes and businesses, announced today a series of enhancements to its product portfolio and HVAC professional support network for its geothermal heating and cooling systems in the United States.

As part of the plan, Bosch announced the rebranding of its FHP residential line of geothermal heat pumps to the Bosch brand name. The new line of high efficiency geothermal heat pumps will feature three product families: Geo 1000, 3000 and 6000. FHP, acquired by Bosch in 2007 and manufacturer of geothermal heat pumps since 1970, will retain its production facilities in Ft. Lauderdale, FL and manufacture the entire Bosch geothermal heat pump line in the U.S.

According to Bosch officials, today's announcement marks a sustained commitment by the global conglomerate toward expanding the use of geothermal technology as a highly efficient heating and cooling solution for homes and businesses while offering an attractive growth opportunity for professionals in the HVAC industry.

"With more than 45 years of combined expertise in geothermal heat pump manufacturing, the union of FHP and Bosch under the Bosch brand name represents a new era in geothermal technology for the United States," said Bosch Thermotechnology North America President and CEO, Ervin Cash. "From our geothermal heat pumps to condensing tankless water heaters and solar thermal water heating technology, a full suite of high efficiency heating, cooling and water heating products can now be found under the Bosch umbrella.

"These offerings represent substantial cost savings for the consumer when paired together or as a stand-alone solution as well as a new revenue stream for HVAC professionals who carry the Bosch line," continued Cash.

Bosch Geothermal Heat Pumps

The new Bosch line of Energy Star-certified geothermal heat pumps offer best-in-class efficiency and is backed by a 10-year parts and labor warranty. Each unit undergoes rigorous factory testing within a certified ISO 9001:2008 facility ensuring consistent quality and reliable performance. More than 45 years of heat pump manufacturing innovation goes into the design of every Bosch geothermal heat pump.

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The Bosch line is offered in three product families: Geo 1000, Geo 3000 and Geo 6000 – offering consumers and HVAC professionals a broad range of water-to-water and water-to-air comfort solutions for any size residential heating and cooling need.

“Bosch invests millions of dollars annually into research and development to ensure our dealers, installers and ultimately consumers have access to the highest quality energy efficient products on the market,” Cash said. “Bosch products are innovatively designed, highly efficient and reliable – meaning easier installations, fewer callbacks and more satisfied customers.”

Industry Leading Support

Dealers and HVAC professionals will now have access to a comprehensive training and sales program to promote the sale and installation of Bosch geothermal heat pumps.

Upon registering at www.boschwaytogrow.com, professionals will receive a personalized portal with a product registration area as well as access to a Bosch loyalty program, customizable ads and available special promotions. Direct sign up for factory and online training classes and continuing education sessions can be found in a tab at the top of page. A full suite of product literature and sales collateral –customizable to include dealer logo, photos and text– is available for download to use in the sales and marketing process with homeowners.

“The Bosch dealer portal will offer unmatched training and marketing support to HVAC professionals who carry the Bosch brand. We’re a committed partner dedicated to working with our dealers to help them grow their business by adding innovative energy efficient products like our Bosch line of geothermal heat pumps,” Cash said.

For more information on Bosch Thermotechnology and the Bosch series of high efficiency geothermal heat pumps, log onto www.bosch-climate.us or to learn more about the Bosch dealer loyalty program, visit www.boschwaytogrow.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 and software innovations. Having established a regional presence in 1906, Bosch employs over 22,000 associates in more than 100 locations, with reported sales of \$8.8 billion in fiscal 2010. For more information, visit www.boschusa.com. 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 285,000 associates generated sales of 47.3 billion euros (\$62.7 billion) in fiscal 2010.

The Bosch Group comprises Robert Bosch GmbH and its more than 350 subsidiaries and regional companies in over 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 3.8 billion euros (approximately \$5 billion) for research and development in 2010, and applied for over 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial. Bosch is celebrating its 125th anniversary in 2011. Additional information can be accessed at www.bosch.com, www.bosch-press.com, and www.125.bosch.com.

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