

Bosch Experience Center and Development Partnership to Showcase Company's New Energy Efficient, Sustainable Home Solution

March 28, 2012

- ▶ Bosch is a leading manufacturer of integrated solutions utilizing sustainable technologies for homes
- ▶ Complete system approach simplifies sustainable living decision
- ▶ Affordable and simple solutions make Net Zero homes more obtainable for American consumers

Orlando, FL – Bosch Thermotechnology Corp., a leading manufacturer of water source and geothermal heat pumps, solar thermal systems, tankless water heaters, condensing boilers and hot water storage tanks for residential and commercial applications, announced today during the 2012 EE Global Conference Virtual Podium Press Event (<http://engage.ase.org/media-virtual-podium>) a new partnership with Serenbe, a sustainable eco-conscious community development, that will be the site of a first of its kind experience center designed to showcase the full-line of Bosch energy efficient, sustainable home solutions. In addition, up-to three new homes, equipped with Bosch products, are planned for construction - offering a cost-effective suite of sustainable technologies that will serve as a model for U.S. homeowners looking for a more eco-conscious option.

Serenbe, an award-winning 1000-acre real estate and sustainable farming development south of Atlanta, will be one of the first communities in the U.S. featuring the Bosch home solutions and will house the Bosch Experience Center – slated for opening in May, 2012.

The first-of-its-kind, the Bosch Experience Center will be powered and fully equipped with products comprising the Bosch home solution suite. Both an education and interaction hub, the center will offer consumers, trade professionals and influencers in the sustainability space the opportunity to learn about Bosch solutions while serving as a world-class gathering spot for discussions on sustainability research and education. The end goal, according to Bosch officials, is to show how the combination of energy efficient Bosch products are helping produce a new generation of affordable, sustainable homes that greatly reduce demand and monthly costs, and have the potential of giving energy back to the grid in certain configurations.

Bosch Geothermal Heat Pumps, designed and built domestically in Ft. Lauderdale, FL are at the core of the renewable products comprising the system. The company's TA Series units are the most efficient Geothermal Heat Pumps on the market

and the only complete heating/cooling line that received the ENERGY STAR® 2011 Most Efficient recognition. Roof-mounted Bosch photovoltaic solar panels are also used to power the home, while Bosch Compress heat pump water heaters further utilize energy efficient heat pump technology for hot water production. Tying into the mission statement of Serenbe, the Experience Center will feature a professional-grade kitchen featuring Bosch appliances, winner of the 2012 ENERGY STAR® Sustained Excellence Award, where organically grown food from the community will be prepared by world-renown chefs for a variety of planned events and educational seminars. In addition, the Bosch solar system installed in the Experience Center will heat the hot water at the kitchen tap.

“Building a new home can be a great experience. But balancing performance, efficiency, and aesthetics can also create a lot of stress with the many choices that have to be made. Our goal is to offer a portfolio of products designed to address these priorities, thus facilitating a simple “peace of mind” solution for sustainable living decisions.” said Ervin Cash, president and CEO, Bosch Thermotechnology North America. “This powerful portfolio is designed for reliability – meaning precision engineering and design ensuring years of clean, efficient operation for everyday home comfort needs.”

Research and development on the product suite began with a pilot project in Canada in November 2009. A 3,000-square foot home was constructed and equipped with a Bosch system, where a family of six demonstrated the feasibility to live a net zero existence, even during the cold Canadian winter and hot summer months, without compromising comfort. In one year, the homeowners of this home consumed approximately 14,000-kilowatt hours (kWh), while at the same time, the home generated more than 15,000kWh - more electricity than consumed. This project installation was used to fine-tune the Bosch system so both retrofit and new home construction could implement the technologies.

“Bosch has been an incredible partner for Serenbe. With the industry’s brightest minds and best products, Bosch is helping us achieve our company’s vision of providing cost-effective, sustainable home solutions to the masses,” Serenbe founder Steve Nygren said. “With the complete suite of Bosch products, we provide a unique one-stop solution -- a critical issue for home builders, installers and consumers. It’s now possible to not only achieve energy efficient performance, but also retain a reasonable entry price point for the U.S. Consumer of approximately \$250,000 – which helps diminish a major roadblock for widespread sustainable technology adoption.”

Nygren added that the Experience Center will be a destination visit for a large cross-section of audiences because it provides a clear demonstration of how sustainable technology is applicable for everyday use and readily available much like conventional technology counterparts currently on the market. “Bosch has simplified the decision for homeowners contemplating a switch to more sustainable product solutions.

“It’s a major step in promoting more widespread adoption of the principles we embody here at Serenbe,” he said. “This is only the beginning of an exciting partnership we feel can set the bar for other sustainable communities nationwide.”

For more information, please visit www.bosch-climate.us or www.serenbe.com

Contact:

Joey Peters

The Titan Agency

Phone: +1 678-332-5242

jpeters@thetitanagency.com

About Bosch Thermotechnology

Bosch Thermotechnology is a leading source of high quality water heating and comfort heating systems. The Company offers Bosch tankless, point-of-use and heat pump electric water heaters, Bosch solar thermal systems, Buderus floor-standing and wall-hung boilers, Bosch Geo geothermal systems as well as controls and accessories for every product line.

Bosch Thermotechnology is committed to reinventing energy efficiency by offering smart products that work together as integrated systems that enhance quality of life in an ultra-efficient and environmentally friendly manner. For more information, visit www.bosch-climate.us.

About the Bosch Group

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 innovations. 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, per preliminary figures. For more information, visit www.boschusa.com.

The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, more than 300,000 associates generated sales of 51.4 billion euros (\$71.5 billion) in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal year 2011. 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 more than 4 billion euros (\$5.5 billion) for research and development in 2011, and applied for over 4,100 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions, which are both innovative and beneficial. Further information is available online at www.bosch.com and www.bosch-press.com.

###