

May 15, 2013

Bosch Experience Center at Serenbe Showcases Energy Efficient, Sustainable Home Solutions

Grand Opening Event for Press and Invited Guests to be Held on May 31, 2013

Londonderry, New Hampshire – Bosch Thermotechnology Corporation will open an educational and interactive demonstration center in partnership with Serenbe, a 1000-acre sustainable community development south of Atlanta, on the morning of May 31st. Visitors to the BOSCH Experience Center will have the opportunity to experience an array of Bosch products and solutions inside this first-of-its-kind Experience Center.

— The Center features a functional demonstration of a geothermal heating and cooling system (recognized in 2012 and 2013 as “Most Efficient” by ENERGY STAR) as well as a solar thermal system. It also showcases related BOSCH Thermotechnology solutions as well as energy efficient appliances, security and sound systems, power tools, aluminum structural materials and automotive clean diesel technology - all from the Bosch Group.

The award-winning community of Serenbe has chosen to partner with Bosch Thermotechnology to build a sustainable lifestyle with energy efficient home solutions. A suite of Bosch smart products work together as an integrated system to provide a complete solution for the best in energy efficiency products while utilizing sustainable and reliable alternative energy sources. The end goal 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 utility costs. Serenbe boasts several Net Zero owned and occupied homes

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equipped with selected BOSCH Thermotechnology products such as geothermal heat pumps, an electric heat pump water heater, gas condensing boilers and combi boilers, a gas condensing water heater, indirect water tanks and a solar thermal hot water system.

Tying into the mission statement of Serenbe, the Bosch Experience Center features a professional-grade kitchen featuring Bosch appliances - winner of the 2012 ENERGY STAR Sustained Excellence Award. In this showcase kitchen, organically grown food from the Serenbe community is prepared by world-class chefs for a variety of planned events and educational seminars. In addition, the Bosch solar thermal system installed in the Experience Center heats hot water used at the kitchen tap. The Center is also equipped with a Bosch sound system, delivering audio throughout the facility and a Bosch security system that keeps the facility safe and secure.

According to Jim French, Bosch Thermotechnology Vice President of Wholesale Sales, “We’ve built a suite of smart products that work together as an integrated system and provide a complete solution for those who want the best in energy efficiency, combined with a sustainable, reliable alternative energy source. This powerful portfolio of products seen in the Bosch Experience Center is designed for reliability – meaning precision engineering and design ensuring years of clean, efficient operation for everyday home comfort needs.”

Visit the Bosch Experience Center at Serenbe:
10640 Serenbe Lane
Chattahoochee Hills, GA 30268
www.BoschExperienceCenter.com



Bosch Thermotechnology consumer website www.boschheatingandcooling.com and geothermal website www.BoschGeo.com provide access to literature, specifi-

cations and dealer locator. Animations and savings calculator tools explain the benefits and cost savings estimates of using geothermal technology.

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About Bosch:

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 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.boschheatingandcooling.com.

About the Bosch Group

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) 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.

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, please visit www.boschusa.com, www.bosch.com.mx and www.bosch.ca.

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