

June 5, 2013

## **Bosch Holds Grand Opening for Its Experience Center at Serenbe**

- ▶ May 31 event draws government officials and industry representatives
- ▶ Bosch lauded for commitment to sustainable technologies and American jobs
- ▶ First of its kind Experience Center showcases array of Bosch products

**Palmetto, GA**– On a bright and warm Friday morning before an invited audience of state and local officials, industry professionals, trade media representatives and Serenbe developers, Bosch officially opened its Experience Center within Serenbe, a sustainable community development located south of Atlanta which has partnered with Bosch to promote green living.

Richard Soper, president, Bosch Thermotechnology North America, served as master of ceremonies and explained during opening remarks that the Bosch Experience Center at Serenbe is the first of its kind in North America and would serve as a teaching and interactive demonstration center for the array of Bosch products and technologies on display. The Experience Center showcases a suite of Bosch energy-efficient solutions, including aluminum structural materials from Bosch Rexroth, ENERGY STAR recognized appliances, diesel systems, heating and cooling technology, power tools, security and sound systems, and a solar photovoltaic panel.

Bosch senior management was joined by U.S. Congressman David Scott of the 13<sup>th</sup> District, a representative of Georgia Governor Nathan Deal's administration along with Serenbe developer Steve Nygren. Congressman Scott lauded Bosch for its commitment to the environment and Serenbe for promoting an eco-conscious, sustainable lifestyle. On behalf of Governor Deal, Gretchen Corbin, deputy commissioner, Georgia Department of Economic Development, cited Bosch as a good corporate citizen and a welcome presence at Serenbe. Bosch employs almost 25,000 associates in North America with consolidated sales of \$10.6 billion for fiscal year 2012.

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# Press Release

Mike Mansuetti, president, Robert Bosch LLC, spoke about how establishing the Bosch Experience Center at Serenbe is aligned with the values of the company's founder Robert Bosch, and how the 127-year old global company, with 300,000 employees worldwide and nearly 15,300 in the U.S., is dedicated to "providing technological answers to ecological questions." Mansuetti further explained that most of the public is not aware of Bosch's comprehensive product portfolio. For example, a Bosch microelectromechanical sensor is installed in every second smartphone manufactured in 2012.

Steve Nygren, who founded Serenbe with his wife Marie and has been instrumental in its development ever since, was hailed as a visionary by the other speakers, who cited Serenbe as a model for sustainable development. Nygren, a successful restaurant developer earlier in his career, purchased 30 acres of farmland in 1991 and later opened the Serenbe B&B on the site. In subsequent years with the help of investors, they opened up the 1,000 acres of Serenbe to residential living options with a build-out objective of no more than 30% of total acreage.

Nygren, who thanked Bosch for its commitment to Serenbe, accepted the keys to a 2013 VW Passat TDI clean diesel vehicle donated to Serenbe by Volkswagen Group of America. The car contains a Bosch supplied clean diesel fuel injection system, is 30-percent more fuel efficient than similar gasoline powered vehicles, and EPA-rated "Best in Class" at 43 miles per gallon.

After the ribbon cutting, guests toured the Experience Center and explored Serenbe with tours conducted by Steve Nygren. Lunch in the Hil Restaurant in the Selbourne hamlet of Serenbe concluded the event and featured Jack DiEnna, executive director of the Geothermal National & International Initiative (GEO-NII), who spoke about the market possibilities ahead for geothermal solutions.

For complete details on the Bosch Experience Center and the Serenbe community, visit [www.BoschExperienceCenter.com](http://www.BoschExperienceCenter.com) and [www.serenbecommunity.com](http://www.serenbecommunity.com).

Press photo (*attached*)

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## **About Bosch:**

*In the U.S., Canada and Mexico, the Bosch Group manufactures and markets automotive original equipment and aftermarket solutions, 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 nearly 24,600 associates in more than 100 locations, with consolidated sales of \$10.6 billion in fiscal year 2012. For more information, visit [www.boschusa.com](http://www.boschusa.com), [www.bosch.com.mx](http://www.bosch.com.mx) and [www.bosch.ca](http://www.bosch.ca).*

*The Bosch Group is a leading global supplier of technology and services. In fiscal 2012, its roughly 306,000 associates generated sales of \$67.5 billion. Since the beginning of 2013, its operations have been divided into four business sectors: Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 360 subsidiaries and regional companies in some 50 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 \$6.1 billion for research and development in 2012, and applied for nearly 4,800 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](http://www.bosch.com) and [www.bosch-press.com](http://www.bosch-press.com).*

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