

# 110 YEARS OF BOSCH POWER TOOLS IN OZ

## IT'S TIME FOR A CELEBRATION!

Back on November 15, 1886, the Bosch company was founded in Stuttgart Germany. Now an amazingly diverse portfolio of power tools, home appliances and automotive solutions highlights the German company's love of engineering excellence and innovation.

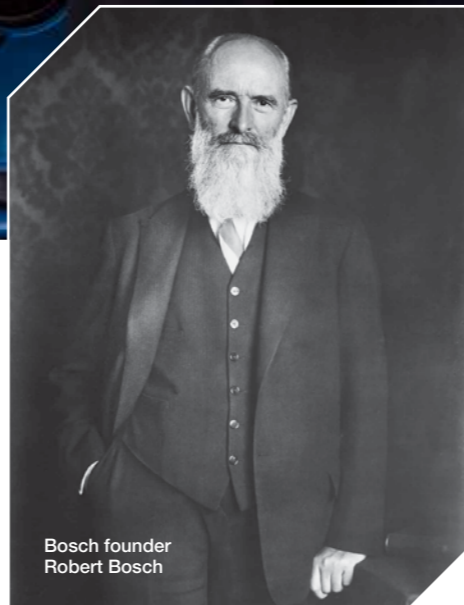
**W**e Australians – especially us tradies – are mad for the latest and greatest tools and ideas, especially when it helps us get stuck into some good old-fashioned hard work. Bosch has been a leader in cutting-edge technologies that have revolutionised the industrial world, and it's fair to say we've embraced all Bosch has offered over the years.

### THE MAN

Robert Bosch was ahead of his time. A pioneer and innovator with a fantastic work ethic, his commitment to providing the ultimate level of service and products to his customers was legendary.

It wasn't all beer and skittles at the start, though.

When he opened his first workshop in 1896 he was feeling upbeat. He had grand plans to sell electrical products to his community and develop electrical systems for the automotive industry. But when the long-planned, citywide electricity works were stalled for nine years, Bosch had to think on his feet to keep bread on the table for himself and his employees. He went from one small contract to the next, making lightning rods, cigar-tip cutters and typewriters for the blind. He also repaired a long list of various and sometimes intriguing items, focussed on doing whatever it took to keep his business afloat.



Bosch founder  
Robert Bosch

After his nine-year struggle, Stuttgart's electricity plant finally went operational. Every household and company could connect to the permanent power supply and operate electrical appliances, and that ensured the future of Bosch and his company. ▶



1932



1954



1995



2017

## THE BOSCH TIMELINE

1907

Trading commenced in the Oceania region

The first Bosch hammer drill

1928

First Bosch power tool – the Forflex hair trimmer



1932

Launch of the first Bosch hammer drills, electric drills and electric screwdrivers

Bosch refrigerator

1933

Launch of the Bosch refrigerator



1951

Bosch launches gasoline-injection systems for passenger cars with two-stroke engines

Gasoline-injection system

1954

Bosch site established in Melbourne, Australia



1964

Launch of the Bosch dishwasher

Bosch dishwasher

1967

Bosch Jetronic electronic fuel-injection system (first on an industrial scale)



1976

Introduction of the Lambda sensor, reducing engine emissions

1978

Launch and production of ABS (electronically controlled antilock braking system)

Bosch cordless hammer drill

1978

Bosch introduced the first cordless drill



1984

First Bosch cordless hammer drill



**WORLD'S FIRST HANDHELD POWER TOOL WITH AN ELECTRIC MOTOR IN THE HANDLE**

Fast-forward to 1928, a significant date in the history of the global power-tool market.

Bosch released the Forflex hair trimmer and the very first handheld power tool with an electric motor in the handle. The design is still central to the build of most power tools today. What started as a brief adventure from Bosch's early automotive endeavours led to mass-produced electric power tools being sold around the world.

Within four years Bosch hammer drills, electric drills and electric screwdrivers followed.

It was from these beginnings Bosch grew into the global leader it is today. With innovation remaining one of the strengths of its range, 2017 is another stellar year for Bosch. It's Bluetooth-enabled cordless power tools and the release of a high density battery have yet again met the consumer's demand for smarter, tougher and more powerful cordless power tools. *WTV*



Bosch Simply Connected

**THE BOSCH  
TIMELINE** CONTINUED...

**1995**

Introduction of automotive ESP (electronic stability program)



ESP

**1998**

First Rangefinder with laser technology



eBike drive

**2003**

World's first cordless Lithium-Ion power tool

**2006**

World's first Lithium-Ion lawnmower

**2008**

Production of the parking assistant



GDX 18V-LI

**2011**

Bosch began production of eBike drives

**2012**

World's first two-in-one impact driver/wrench combo: the GDX 18V-LI

**2013**

First Bluetooth range finder



Bluetooth range finder

**2014**

World's first wireless charging power tools

**2015**

World's first 6.0Ah, 18V battery

**2016**

Innovation of Starlock Technology



Australia's first Highly Automated Driving Vehicle

**2016**

Launch of Australia's first Highly Automated Driving Vehicle

**2017**

Launch of Simply Connected power tools high-density battery



**2017**

Launch of high density battery

**AD**