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Fresh look for Bosch Rexroth: New brand identity at the Hannover Messe trade fair

“We move – You win”: A reflection of both our identity and our commitment

- ▶ New image brings the company’s successful transformation to life
- ▶ Animated move pattern represents movement as core skill



An animated move pattern highlights movement as the core expertise of Bosch Rexroth

Lohr/Hannover – Bosch Rexroth is presenting its new brand identity for the first time at the Hannover Messe trade fair. With its new image, Bosch Rexroth is underscoring its successful transformation into a strong provider of solutions for the digital production world.

Since 2016, Bosch Rexroth has been undergoing a far-reaching transformation process that extends from internal structures to its business strategy. As part of its growth strategy, Bosch Rexroth is mainly committed to technological differentiation, leveraging synergies in the market and within the Bosch Group, and topics of the future. The latter include in particular software-based, automated and connected solutions. Alongside its traditionally strong position in industrial hydraulics, and especially mobile hydraulics, Bosch Rexroth is thus positioning itself as a provider of Industry 4.0 solutions for the factory of the future.

“We have made Bosch Rexroth more flexible by introducing flat hierarchies and structures that resemble more those of medium-sized enterprises. This will prepare us to face digital change, a world in which development and production cycles will become shorter and shorter. With our new brand

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identity, we are showing our company's successful transformation to the outside world," said Rolf Najork, the Chairman of the Executive Board. "Our customers will profit from our pioneering solutions, which are safe, efficient, intelligent and powerful. This is the essence of our new customer benefit promise: 'We move. You win'."

The company's transformation is already paying off: Bosch Rexroth has systematically expanded its competitive position and gained market share in recent years. In 2017, for instance, the technology company returned to its growth path amid a significantly improved market environment.

Core elements of the new branding

The combination of fonts and colors symbolizes the core skills and, thus, the essence of the Bosch Rexroth brand: Movement. This quality is visually represented by a new graphic element – an animated move pattern that consists of strips of a new color spectrum and brings the individual technological Rexroth applications to life. Depending on the particular movement that this application characterizes, the graphical element can be displayed differently animated on screens.

The new corporate design is especially oriented toward the special design requirements of digital media. The lettering is primarily blue, which is a classic industrial color. Historically, it is also a recognized color in the Rexroth world. The addition "A Bosch Company" illustrates the affiliation with the parent company Bosch.

The brand is a company's business card. Changes are rarely made to it for this reason. The last time that Bosch Rexroth modified its image was in 2001, when the supplier joined the Bosch Group. The new brand "Rexroth – A Bosch Company" symbolizes independence and flexibility as well as the company's membership in a strong group.

The global rollout of the new brand will happen over the next three years, as economically and efficiently as possible. Until the new corporate image has been fully introduced at the end of 2020, the old logo and, increasingly, the new logo will be seen.

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As one of the world's leading suppliers of drive and control technologies, Bosch Rexroth ensures efficient, powerful and safe movement in machines and systems of any size. The company bundles global application experience in the market segments of Mobile Applications, Machinery Applications and Engineering, and Factory Automation. It enables fully connected applications with intelligent components, tailored system solutions, and services. Bosch Rexroth offers its customers hydraulics, electric drives and controls, gear technology and linear motion and assembly technology, including software and interfaces to the Internet of Things. With locations in over 80 countries, more than 30,500 associates generated sales revenue of 5.5 billion euros in 2017.

To learn more, please visit www.boschrexroth.ca

The Bosch Group is a leading global supplier of technology and services. It employs roughly 400,500 associates worldwide (as of December 31, 2017). According to preliminary figures, the company generated sales of 78 billion euros in 2017. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected industry. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to create solutions for a connected life, and to improve quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 125 locations across the globe, Bosch employs 62,500 associates in research and development.

Additional information is available online at www.bosch.ca, iot.bosch.com, www.bosch-press.com, twitter.com/BoschPresse.