

Media Contact:
Tori Coker
BoschHomeComfort@airfoilgroup.com
(248) 766-8329

FOR IMMEDIATE RELEASE

Bosch Home Comfort unveils new digital resource portal for installers

User-friendly Bosch Home Comfort PRO offers HVAC contractors a host of new resources, exciting rewards and unmatched flexibility

WATERTOWN, MASS., (July 25, 2023) – [Bosch Home Comfort](#) (formerly Bosch Thermotechnology), a leading global source of high-quality heating, cooling and hot water systems, recently launched Bosch Home Comfort PRO, HVAC contractors' new one-stop shop for their every servicing need.

This new portal improves upon the features offered by Bosch's previous ABC program, brandishing a host of valuable new tools and rewards for loyal installers. Its industry benchmark user interface (UI) is designed for optimal user-friendliness and future-facing flexibility, allowing the platform to evolve and improve over time.

"Bosch's new PRO program was designed to streamline administrative tasks and consolidate the most essential resources HVAC professionals utilize regularly so they can devote more of their time to their customers," said Will Barber, customer programs specialist at Bosch. "We're thrilled to invite our existing installer base to immerse themselves in this new and improved digital portal, and confident that contractors previously unaffiliated with Bosch will be just as impressed with the invaluable selection of tools we have conveniently located in one easy-to-navigate space."

Bosch Home Comfort PRO offers three tiers of membership – Silver, Gold and Platinum – and integrates the following resources:

- Product registration incentives
 - Supported by a simple, intuitive registration form, contractors can earn points toward monetary rewards for tracking registrations (1 point = \$1 value). A list of all registerable products and their point eligibility is available for download.
- Revitalized dealer locator / lead generation tool
 - Become an advertised Bosch Home Comfort PRO installer, enjoying exclusive benefits and higher algorithmic placement based on contractor status.
 - Search capability is customizable by service focus – allowing customers to search by products, service and/or coverage – and is proven to generate homeowner leads (>12,000 page views per month).
- Extended warranty program
 - Platinum dealers can now enjoy one-year part warranties.
- Partner Shop
 - Users enjoy an updated catalog of Bosch apparel, gear, marketing materials, gift cards, literature and more, purchasable with points earned through product registration.

Bosch Home Comfort PRO was designed to adapt as contractors' needs do, so while the platform in its current state provides a great baseline structure installers can rely on, they can also rest assured this program will continue to prove useful well into the future.

"Our ultimate goal with rolling out this new program is to better serve the evolving needs of our contractors, which ultimately will deliver a better experience for end-consumers," said Barber. "What is conducive to contractors' success now isn't necessarily going to be the same support they need down the road, so we knew adaptability had to be a cornerstone of this new portal."

New contractors who are interested in joining the PRO program can sign up at <https://www.bosch-homecomfort.com/us/pro> for the United States or <https://www.bosch-homecomfort.com/ca/pro> for Canada. Contractors who previously worked with Bosch through the ABC program will enjoy sustained membership and will need to onboard to the new platform now using the above links.

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About Bosch Home Comfort

Bosch Home Comfort is a leading source of high-quality heating, cooling and hot water systems. The Company offers Bosch tankless, point-of-use and electric water heaters, Bosch and Buderus floor-standing and wall-hung boilers, Bosch and FHP water-source, geothermal and air-source heat pump systems, as well as controls and accessories for every product line. Bosch Home Comfort 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.

Bosch strives to bring the most energy-efficient and environmentally responsible products to global consumers. In delivering the best products at affordable prices to our markets, Bosch has established multiple collaborations and joint ventures on a global scale to bring the latest technologies to North America. All global manufacturing facilities must adhere to stringent quality standards in order to provide the trusted Bosch brand.

For more information, visit <https://www.bosch-homecomfort.com/us/en/residential/home/>

About Bosch

Having established a presence in North America in 1906, today the Bosch Group employs nearly 37,000 associates in more than 100 locations in the region (as of Dec. 31, 2022). According to preliminary 2022 figures, Bosch generated consolidated sales of \$15 billion in the U.S., Canada, and Mexico. For more information visit www.bosch.us, www.bosch.ca and www.bosch.mx.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 420,000 associates worldwide (as of Dec. 31, 2022). The company generated sales of \$93.1 billion in 2022. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. 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 facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. Bosch improves 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 subsidiary 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. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 128 locations across the globe, Bosch employs roughly 84,800 associates in research and development, of which more than 44,000 are software engineers. In North America, Bosch employs approximately 3,500 associates in research and development.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, [www.twitter.com/BoschPresse](https://twitter.com/BoschPresse).

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