



# BOSCH

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## **Bosch Thermotechnology rebrands as Bosch Home Comfort Group to reflect innovative product portfolio, commitment to electrification**

**WATERTOWN, MASS., (April 3, 2023)** - Bosch Thermotechnology, a leading global source of high-quality heating, cooling, and hot water systems, has been renamed to [Bosch Home Comfort Group](#).

Effective as of April 1, the decision to rebrand the business group was seen as the next logical step in its evolution to combine a sustainable lifestyle with a high level of comfort through an innovative product portfolio, which includes heat pump and air conditioning systems, water heaters, gas furnaces, boilers connected thermostats and other accessories.

“Bosch has always been an innovator since our founding and for many years now, we have led the way in developing green technology. We invent energy efficient solutions that not only make the home more comfortable, but more sustainable for our climate as well,” said Dr. Alexander Wuthnow, President and CEO of Bosch Home Comfort North America. “Now, we are excited to evolve our company through the Bosch Home Comfort brand and collaborate with our partners and industry leaders to advance toward a greener future—both for the home and our planet.”

The new name also embraces the global megatrend toward electrification, with Bosch announcing last month an investment of \$737.6 million in electrification to further accelerate heat pump ramp up, specifically as high demand for climate-friendly solutions continues globally. In the U.S., Bosch was also one of the first manufacturers ready to market with a SEER2/HSPF2 product line that meets the 2023 federal minimum energy efficiency standards.

Bosch Home Comfort saw a 68 percent increase in business growth in the U.S. last year, where Bosch has a highly competitive product portfolio of continuously variable, and thus very energy-efficient, inverter devices.

Total global investments in research and development also increased by 13 percent to \$227.6 million.

### ***About Bosch Home Comfort***

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



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*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. All global manufacturing facilities must adhere to stringent quality standards in order to provide the trusted Bosch brand.*

*For more information, visit [www.bosch-homecomfort.com/us/en/](http://www.bosch-homecomfort.com/us/en/)*

## **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](http://www.bosch.us), [www.bosch.ca](http://www.bosch.ca) and [www.bosch.mx](http://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 nearly 34,000 associates, approximately 3,500 of whom work in research and development.*

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

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