

Press Release

Bosch Home Comfort and Bosch Home Appliances



“The More You Bosch”: Home Appliances and Home Comfort Showcase Better Living and Energy Efficiency at IBS 2025

From the Home Comfort division’s next generation heat pump technology, to premium cooling, cooking, dish, laundry and espresso machines from Home Appliances, showgoers can feel like “Bosches” at Booth P337 and in home displays

Las Vegas, USA – From reliable heating, cooling and clean air, to a spotless load of dishes and barista-quality espresso drinks that beat the café in the morning, Bosch is showcasing how convenience, comfort and energy efficiency is made possible through its wide range of products throughout the home. The company is headed to Las Vegas, Feb. 25-27, 2025, for the National Association of Home Builders’ (NAHB) International Builders’ Show (IBS) with its Home Comfort and Home Appliances divisions at Booth P337 – reflecting the brand’s push for growth in North America.

“With our larger national joint campaign with Bosch Power Tools – “The More You Bosch, the More You Feel Like a Bosch” – having kicked off this month, we’re continuing to drive home the fact that Bosch’s precision engineered consumer solutions make life easier and better across the home,” said Darcy Clarkson, CEO of BSH Region North America – the home appliances division of the Bosch Group. “Our premium home appliances and superior technologies from the Home Comfort division will be on full display at IBS 2025 within manufactured home displays at the show village and at our show stand, illustrating the fact that homeowners, customers and consumers can be true “Bosches” and enjoy the ultimate in innovation, comfort, quality and efficiency with Bosch powering many parts of their homes.”

“We are thrilled to exhibit the latest Bosch innovations in high-quality heating, cooling and hot water at IBS 2025,” said Alexander Wuthnow, president and CEO of the Bosch Home Comfort Group in North America. “From next-generation inverter heat pumps to highly efficient hybrid electric water heaters, BHC is committed to delivering affordable and energy-conscious HVAC systems, which will be featured alongside BSH’s premium home appliances for a comprehensive suite of home solutions. We look forward to connecting with builders, developers and other construction experts on how Bosch products can delight homeowners by adding comfort and innovation to their homes and lives.”

Bosch Home Comfort (BHC) will be bringing its game-changing heat pump technology to the showroom floor from Booth P337. Underscoring its commitment to energy efficiency, BHC recently debuted the IDS Ultra Cold Climate Heat Pump – the first cold-climate-friendly solution tested during the U.S. Department of Energy’s (DOE) Residential Cold Climate Heat Pump Challenge – to hit the market. This

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unit is capable of efficient heating down to temperatures as low as -13° F, equipping homes in frigid climates with environmentally friendly heating and cooling solution and wallet-friendly perks.

Among the units BHC is showcasing, attendees can learn how heat pump technology enables greater efficiency in home water heating with the GreenTronic 7000 T – the newest hybrid electric water heating solution from Bosch, which is 3-4 times more efficient than a traditional electric water heater. Select Bosch units will be displayed in a model home at the tradeshow, including a Bosch Mini-Split system — the [Climate 5000 Ductless Mini-Split Heat Pump](#). In addition to the booth and model home activities, BHC is also participating in the Construction Performance Zone at the tradeshow. On Wednesday, Feb. 26, Attendees can see live heat pump demonstrations and presentations by builder experts Ross Trethewey (*This Old House*) and Travis Brungardt (*The Build Show*). See the [full schedule](#) on the IBS website.

Joining the Home Comfort division at Booth P337 is Bosch Home Appliances, flying into Las Vegas with big momentum after [kicking off its prominent joint campaign with the Bosch Power Tools division on Feb. 9](#).

- Full home displays in the ProBuilder Show village, including Champion Homes and Cavco, will also feature a wide range of premium home appliances integrated into their unique designs – from 800 Series, 500 Series, 300 Series to 100 Series refrigerator, cooking and dishwasher models. The popular 800 Series fully automatic espresso machines will also take the spotlight at the show, in addition to laundry units.
- The booth will feature recently unveiled Home Appliance heroes and creative from the “The More You Bosch, the More You Feel Like a Bosch” campaign: <https://youtu.be/JMo7GKZQG4s?si=8l6PRepCkkfq0SOx>
- Related to the campaign, Lowe’s will be launching a rare and exclusive 10% discount on all premium Bosch home appliance products* in-store and online, kicking off on Feb. 27 and running until March 12. Basic installation included on select Bosch dishwashers.* For more information on Bosch cooking, dish, cooling, laundry, coffee and more home product lines offered at Lowe’s, visit <http://www.lowes.com/bosch>. To find additional retailers for Bosch home appliances, visit the Bosch [home appliances store locator](#).
- Bosch will also sponsor the Day 2 Block Party at the show, featuring a VIP Area for builder invited guests.

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To check out the latest innovations from both BHC and BSH at IBS 2025, stop by Booth P337 at the show and visit <https://www.bosch-home.com/us/> and <http://www.bosch-homecomfort.us/> for more on the latest energy-efficient technologies from Bosch.

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Disclaimer

**Save up to 35% on select major appliances + Save an additional 10% on Select Appliances when you spend \$699 or more + Plus free install via mail in rebate on select Bosch dishwashers. Offer applies to select major items only. Excludes clearance items; floor care and small appliances; water heaters; or room air conditioners. Offer cannot be used in conjunction with any (i) other promotion, discount, markdown, coupon, rebate or offer, including any Lowe's volume or special discount programs (such as but not limited to, Contractor Pack, Buy in Bulk, Value Savings Program ("VSP"), Military Discount, Employee Discount, Lowe's Price Promise, Special Value, New Lower Price, Was: Now, & credit discount offers); or (ii) associate discretion price adjustments. Basic install via Visa Gift Card Rebate with Purchase of select Bosch dishwashers: Install via mail in rebate varies & is in the form of a Visa Gift Card equal to the actual basic install fee & will not include refund of sales tax. This offer does not include premium installations. Applies to Select Bosch Dishwashers. Requires existing electric, plumbing, &/or gas line be present at point of install. Limit rebate 1 per household. More fees may apply (e.g., parts required for install; removal & haul away, delivery, permit fees, custom work, additional mileage, &/or electrician &/or plumber labor, etc.) if services beyond basic install are required. May not be available in your area & limited to single family residences. Lowe's Basic Installation must be purchased in-store, see [lowes.com](https://www.lowes.com) or associate for details. Installation services guaranteed by Lowe's labor warranty & available through independent contractors, licensed, & registered where applicable. See [Lowes.com/licensing](https://www.lowes.com/licensing) for current & additional license numbers. Additional fees may apply. Redeemable in-store, on [Lowes.com](https://www.lowes.com), and [Lowes.com](https://www.lowes.com) mobile applications only. Not valid on any Lowe's branded website operated by a 3rd party; previous sales; or multiple transactions to apartments, builders, condominiums, subdivisions, and wholesalers. Customer must pay applicable sales tax. See associate or [Lowes.com](https://www.lowes.com) for more details and qualifying items. Valid 2/27/25 – 3/12/25. Selection varies by location. While supplies last.*

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About Bosch Home Appliances

With a focus on engineering products that simplify life, Bosch is known nationwide and globally for raising the standards in quietness, efficiency and design. The company has been selling high-quality, premium appliances in the United States since 1991, frequently receiving top ratings in leading consumer publications. Bosch home appliances is part of BSH Home Appliances Corporation, headquartered in Irvine, Calif. and part of Munich based BSH Home Appliances Group (a Bosch Group company), a global leader in the home appliance industry. To learn more: <https://www.bosch-home.com/us/>

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

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adhere to stringent quality standards in order to provide the trusted Bosch brand. For more information, visit www.bosch-homecomfort.us

About Bosch

Having established a presence in North America in 1906, today the Bosch Group employs more than 41,000 associates in more than 100 locations in the North American region (as of Dec. 31, 2024). According to preliminary figures, Bosch generated consolidated sales of \$17.4 billion in the U.S., Mexico and Canada in 2024. For more information visit www.bosch.us, www.bosch.mx and www.bosch.ca.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 417,900 associates worldwide (as of December 31, 2024). According to preliminary figures, the company generated sales of 90.5 billion euros in 2024. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 470 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch's innovative strength is key to the company's further development. At 136 locations across the globe, Bosch employs some 86,900 associates in research and development, of which nearly 48,000 are software engineers.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG. It is entrusted with the task of safeguarding the company's long-term existence and in particular its financial independence – in line with the mission handed down in the will of the company's founder, Robert Bosch.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com.

Exchange rate: 1 EUR = 1.0823