

博世在中国

Bosch in China



BOSCH

博世 科技成就生活之美





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前言 Foreword



孔陆德 博士
Dr. Rudolf Colm



彭德园 先生
Mr. Peter Pang

博世，致力于追求经济与生态的平衡发展

尊敬的女士们、先生们：

2007年对于博世集团而言是成功的一年。公司2007财政年度的营业额增长了6%，达到463亿欧元，调整汇率波动因素后，其增长幅度达到8%。这一成功取决于我们开拓全球市场的企业战略。公司的三大业务——汽车技术、工业技术以及消费品和建筑智能化技术，都呈现出积极的增长态势。博世的全球员工人数已增至271,300名，其中有159,000名员工在德国境外工作。

亚太地区在2007年仍然是博世全球增长的驱动力，我们全球销售额的17%都出自该地区。根据亚太地区年均两位数的发展速度，我们希望到2015年实现销售额的三倍增长。因此，我们将再向亚太地区投入14亿欧元，进一步扩大我们在当地的影响，同时建立新的生产、销售、匹配和研发中心。

在亚太地区的所有市场中，2007财政年度中国市场的表现仍旧突出。博世中国的37家法人实体合并销售额共计183亿人民币，较上一年增长了41%，在华所有业务均表现出强劲的增长态势。我们可以自信地断言，中国市场的增长，无论是从百分比还是绝对数值来看，都达到了一个创记录的新高度。截至2007年底，有17,285名员工在博世中国工作，我们在此对他们过去一年中取得的杰出成就表示衷心的感谢。

博世集团在2007年继续大力投资研发领域，全球的研发支出总额约为36亿欧元。博世在全球的研发人员超过了29,000名，仅去年一年就产生了3,281项专利，相当于每个工作日提交14项专利申请。

在中国，我们同样加大了本地化研发和生产的投资力度，以更好地满足当地客户和市场的需要，同时为中国汽车行业的发展作贡献。截至2007年底，我们已在中国建成了四家汽车技术中心，同时将一如既往地投资于尖端设备以及高素质研发人员的专业化发展。2007年，我们在内蒙古牙克石新建博世集团最大的冬季试车场，以不断提高汽车的安全性。该中心

计划于2008年第四季度竣工。我们也会继续投资于消费品和建筑智能化技术。2007年3月，博世电动工具有限公司在中国杭州开设了旗下在亚太地区最大的培训中心。

中国经济将在2008年继续增长，这将为博世中国提供更多的良机。然而，我们不得不面临供油量减少和环境恶化的生态挑战，所以我们将继续致力于气候变化这一重大的全球性问题。在博世，我们始终力求在经济和生态方面做到双赢。博世集团超过40%的研发预算如今都用于研发那些能够节约资源、保护环境的产品。在中国，我们同样坚持对清洁、安全、节能的汽车产品生产和解决方案的本地化，比如我们的清洁柴油共轨系统，汽油直喷系统，混合动力汽车技术和启动/停止系统。我们还继续使风能发电配件和节能洗衣机的生产本地化。我们在利用节能技术提高人们生活质量的动力指引下，博世汽车技术、工业技术、以及消费品和建筑智能化技术将提供全面的创新和有利解决方案，从而真正体现出我们“科技成就生活之美”的标语。

最后，也是最重要的，回顾博世在中国漫长而辉煌的发展历程，我们将自豪地指出其留下的宝贵传统。在2009年，我们将迎来博世在中国的百岁生日。这将为我们的缅怀公司创始人罗伯特·博世先生留下的遗产提供一个良机，同时借此机会重申我们的承诺，即对商业持续成功和社会职责的承诺。在中国，我们将更多地投入到国家的经济发展中去，为构建和谐社会做出应有的贡献。

此致

孔陆德 博士
博世集团董事长，亚太地区业务负责人

彭德园 先生
博世（中国）投资有限公司总裁

**One Bosch world,
with economic and ecological interests in balance**

Ladies and Gentlemen,

For the Bosch Group as a whole, 2007 was a successful year. The company's sales revenue grew in fiscal 2007 by six percent to 46.3 billion euros. After adjusting for currency effects, this growth came to eight percent. This success was due to our corporate strategy of global expansion. All three business sectors – Automotive Technology, Industrial Technology, and Consumer Goods and Building Technology – showed very positive growth. The number of associates working for Bosch around the world has also grown to 271,300. Of these, 159,000 associates work for Bosch outside Germany.

In 2007, Asia Pacific continued to be the driver of Bosch global growth. Seventeen percent of our worldwide sales were generated in this region. By 2015, we intend to triple sales in Asia Pacific by continuing to achieve double-digit sales growth here. To this end, we shall be investing another 1.4 billion euros in Asia Pacific. This will further expand our local presence and bring forth new manufacturing, sales, application, and development centers.

Of all the markets in Asia Pacific, China continued to stand out in fiscal 2007. The 37 legal entities of Bosch China generated consolidated sales of 18.3 billion CNY, up 41 percent on the previous year. All business sectors in China showed strong positive growth. We can now confidently state that growth in China reached a new record level, not only in percentage terms, but also in absolute figures. At the end of 2007, 17,285 associates worked for Bosch China. We thank them wholeheartedly for their outstanding achievements last year.

The Bosch Group continued to invest heavily in research and development in 2007, spending roughly 3.6 billion euros for R&D worldwide. Over 29,000 associates work in this area at the Bosch locations around the world, and last year generated 3,281 patents, an equivalent of 14 patent applications submitted each working day.

Also in China, we stepped up our investments in localized R&D and manufacturing, to allow us to better satisfy local customers and market demands, as well as to contribute to the development of the Chinese automotive industry. By the end of 2007, we had established four automotive engineering centers in China, and we will continue to invest in advanced facilities and in the professional development of highly competent R&D associates. In 2007, we continued our efforts to improve automotive safety by beginning construction of the Bosch Group's largest winter test facility in Yakeshi, Inner Mongolia. We expect this facility to

be available in the fourth quarter of 2008. We also continued to invest in the Consumer Goods and Building Technology business sector. In March 2007, Bosch Power Tools opened its largest training center in Asia Pacific in Hangzhou.

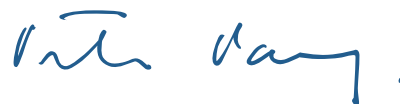
China's economy will continue to grow in 2008. This will generate great opportunities for Bosch in China. However, we also have to face the major ecological challenges of dwindling oil supplies and environmental degradation. And we will continue to address the even greater global issue of climate change. At Bosch, we always strive to win both economically and ecologically. More than 40 percent of the Bosch Group's R&D effort is currently dedicated to products that conserve resources and protect the environment. In China, we are continuing to localize the manufacturing of clean, safe, and energy-saving automotive products and solutions, such as our latest common-rail clean diesel systems, our gasoline direct injection systems, our hybrid vehicle technology systems and our start/stop systems. We are also continuing to localize the manufacturing of wind energy components and resource-saving washing machines. The wide range of innovative and beneficial solutions provided by Bosch Automotive Technology, Industrial Technology, and Consumer Goods and Building Technology will continue to be guided by our ambition to improve the quality of life and thus to remain true to our slogan "Invented for life".

Last but not least, we take pride in pointing out that Bosch in China looks back on a long and meaningful heritage. Next year, in 2009, we shall be celebrating 100 years of Bosch in China. This will give us opportunity to honor the legacy of our company's founder Robert Bosch, and to reiterate our commitment not only to sustained business success, but also to our social responsibility wherever we do business. In China, we will continue to be involved in the country's economic development and to contribute to the building of a harmonious society.

With best regards,



Dr. Rudolf Colm
Member of the Board of Management
Robert Bosch GmbH



Mr. Peter Pang
President
Bosch (China) Investment Ltd.

博世集团介绍

The Bosch Group at a Glance

座落在罗伯特·博世先生位于斯图加特原住址的Bosch Haus Heidehof 新管理和会议中心。传统与现代的结合完美地体现了博世公司的特征。

Bosch Haus Heidehof, the new management and conference center situated on the grounds of the former residence of Robert Bosch in Stuttgart. This combination of the old and the new is a striking embodiment of the link between tradition and modernity which is characteristic of our company.



博世集团是世界领先的技术及服务供应商。在汽车技术、工业技术、消费品和建筑智能化技术领域，博世集团约 271,000 名员工在 2007 财政年度创造了 463 亿欧元的销售业绩。集团包括罗伯特-博世公司(Robert Bosch GmbH) 及其遍布 50 个国家的 300 多家分公司和区域性公司。这一全球性的制造、销售和售后服务网络为其进一步发展奠定了基础。博世每年在研发方面的投入超过 30 亿欧元，仅在 2007 年就在世界范围内申请了 3,000 多项专利。公司是由罗伯特·博世 (1861 - 1942) 于 1886 年在斯图加特创立，当时名为“精密机械和电气工程车间”。

博世提供给客户的所有产品都是以最严格的技术标准生产的，尤其是它们的创新和功能性设计、典范的品质和环保的生产。事实上，博世将这些利润都用在在了自身的研发上，平均每年将 7% 的销售额用于研发，全球约有 30,000 名研发人员。平均每个工作日 14 项专利使博世成为全世界最有创新能力的公司之一。通过提供有利的解决方案，博世利用所有的产品和服务以达到提高生活质量的目标。

创新和市场的领导地位

博世是全球汽车行业的技术领导者，它创造的一系列先进技术成就使得驾驶更加安全、清洁、经济和舒适。类似的成就包括发动机电子管理系统，最新高压柴油共轨系统，ABS 防抱死制动系统，ESP® 电子稳定程序，以及导航和驾驶辅助系统。博世集团当前 61% 的销售额都产生于汽车技术业务。

在其他领域，博世也因为其创新精神而不断出彩。在电动工具和热力系统领域，博世是欧洲市场的领军人；同时也是家用电器和安防系统的一流制造商。专为商业、专业贸易、私人终端客户而制造的消费品和建筑智能化技术类产品，现在占集团总销售额的 26%。占集团总销售额 13% 的工业技术，博世也将扩大其在传动和控制系统以及包装机械方面满足客户要求的范围。

国际影响

早在 1898 年，罗伯特·博世先生就已在英国开设了他的第一个德国以外的销售代表处，随后一年设立了法国代表处，1906 年又设立了美国代表处。第一家德国境外的生产厂家于 1905 年在巴黎投入运营，后来又于 1912 年在美国马萨诸塞州的斯普林菲尔德 (Springfield) 市建立生产厂。去年 75% 的销售额都来自德国境外。这些销售额中，以往大部分投向德国以外欧洲市场的部分，在未来几年中将会更多地投向美国和亚洲地区。

博世活跃在每一个大洲，在全球相关领域的市场中都占据强有力的地位，它经营着近 300 个生产网点，其中四分之三都在德国境外。2008 年初，271,000 名博世员工中的约 160,000 人均在德国境外工作。

所有权结构

博世集团独特的所有权形式保证了其财政的独立性和企业发展的自主性。集团不仅能够进行大规模的前期投资以确保长期发展，而且可以坚持博世创始人的意愿和精神，履行企业社会责任。慈善性质的罗伯特·博世基金会拥有罗伯特·博世集团 92% 的股权。罗伯特·博世工业信托公司拥有绝大部分的投票权，负责集团的运作职能。其余的股权和投票权由博世家族和罗伯特·博世有限公司所有。

社会责任

罗伯特·博世先生一生中，不仅确定了公司章程，也描述了他商业活动中的指导原则。一个众所周知的例子就是他在 1919 年的著名论段：“我宁可失去金钱，也不愿失去别人对我的信任。”

自从对罗伯特·博世有限公司的红利按各股东控股实力进行分配以来，几乎所有的红利都用于支持慈善事业。罗伯特·博世慈善基金会以慈善事业为己任，秉承创始人罗伯特·博世先生的精神，以当代的方式努力执行以确保对社会的承诺。自 1964 年创建以来，该机构用于支持相关公益事业的支出已累计达到 8.4 亿欧元，促进了科学、卫生保健、国际关系、教育、社会和文化领域工作的进步。

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 271,000 associates generated sales of 46.3 billion euros in fiscal 2007. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in roughly 50 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3 billion euros for research and development, and applies for over 3,000 patents worldwide. The company was set up in Stuttgart in 1886 by Robert Bosch (1861 – 1942) as “Workshop for Precision Mechanics and Electrical Engineering.”

Bosch products offer the customer the highest technological standards, particularly with respect to their innovative and functional design, their exemplary quality, and their eco-friendly production. Bosch delivers such benefits virtually on its own, spending on average a strong 7 % of its sales in research and development each year, and employing worldwide nearly 30,000 associates in this field. With an average of 14 patents applied for every working day, Bosch is one of the world’s most innovative companies. With all its products and services, Bosch has set itself the aim of enhancing the quality of life by providing beneficial solutions.

Innovation and market leadership

Bosch is the world market leader in automotive technology, and in this segment has produced a long series of pioneering technical achievements which make driving safer, cleaner, more economical, and more comfortable. Examples of such achievements include electronic engine management systems, state-of-the-art high-pressure diesel systems such as common rail, the ABS antilock braking system, the ESP® electronic stability program, and navigation and driver assistance systems. With its Automotive Technology business sector, Bosch currently generates 61 % of total group sales.

In other sectors, too, Bosch has repeatedly stood out by virtue of its innovations. In the fields of power tools and heating systems, Bosch is the European market leader; it is also a leading manufacturer of household appliances and security systems. Products from the Consumer Goods and Building Technology business sector, which are manufactured for business, the professional trades, and private end-consumers, currently account for 26 % of group sales. In the Industrial Technology business sector, which accounts for 13 % of group sales, Bosch caters to a wide range of customer demands with drive and control systems and packaging machinery.

International presence

As early as 1898, Robert Bosch opened his first sales office outside Germany in the UK. This was followed by offices in France, a year later, and the U.S., in 1906. The first production facility outside Germany went into operation in Paris in 1905, followed shortly afterwards, in 1912, by a production facility in Springfield, MA (USA). Last year, 75 % of sales were generated outside Germany. The distribution of these sales, which still leans heavily toward Europe outside Germany, will shift more toward the Americas and Asia in the years to come.

Bosch is active on every continent, has strong market positions in all its sectors worldwide, and operates nearly 300 manufacturing sites, over three-quarters of which are located outside Germany. At the beginning of 2008, some 160,000 of its 271,000 associates were employed outside Germany.

Ownership structure

Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

This 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 up-front investments in the safeguarding of its future.

Social responsibility

In the course of his life, Robert Bosch not only determined the corporate constitution that emerged after his death, but also described the principles that guided him in his business dealings. One especially well-known example is his prophetic statement from 1919: “I would rather lose money than trust.”

Since the dividend of Robert Bosch GmbH is distributed to its owners according to the strength of their holdings, nearly all of it serves to support charitable projects. The Robert Bosch Stiftung pursues exclusively charitable aims, carrying on the social commitment and endeavors of the founder, Robert Bosch, in contemporary form. Since it was set up in 1964, its programs and institutions have made 840 million euros available to support appropriate projects. It promotes forward-looking work in the sciences, healthcare, international relations, education, society, and culture.

Additional information can be accessed at www.bosch.com.

博世在中国 Bosch in China



博世集团于1909年在中国开设了第一家贸易办事处，1926年在上海创建首家汽车售后服务车间。时至今日，集团的所有业务部门均已落户中国：汽车技术、工业技术、消费品和建筑智能化技术。博世在中国目前经营着37家公司，并在上海设有博世（中国）投资有限公司。2007年博世在华合并销售额达18亿欧元。截至2007年，对华投资总额超过10亿欧元。2008至2010年，博世计划再投资8.5亿欧元。约17,000多名中国员工全心全意为中国的顾客提供最先进的技术以及最可靠的服务，以改善人们的生活质量。

博世与中国的渊源可以追溯到近一个世纪以前。从那时起，博世就不断为中国客户带来高质量的产品和服务。

今天，中国在道路安全、节约能耗、环境保护和人才培养等各个领域都展现出强劲的发展势头。而博世在这些领域均做出了卓越的贡献并为之而骄傲。博世与其在中国的业务越来越成为中国经济的重要组成部分。通过实

现先进解决方案和生产技术的引进以及本地化应用，博世正在坚实地一步一步努力实现其对中国市场的承诺。截至到2007年底，博世在中国已建立了4个技术研发中心和1个冬季试车场，不仅配备了最先进的技术设施，同时还拥有专业的研发团队。

博世在中国致力于创新技术、解决方案的研发和生产本地化，以帮助提高中国消费者的生活品质。来自博世本地化的清洁柴油共轨系统、最新引进的汽油直喷技术以及启动/停止系统均能帮助应对燃油需求增长所带来的挑战并实现环境的保护。在汽车安全领域，博世实现了电子稳定程序ESP®在中国的本地化。这一具有划时代意义的产品在全球范围能被公认为是降低侧滑交通事故最有效的方式之一。而着眼于在中国的长期发展，博世也积极培养本地人才并分享其先进的技术和经验。博世正倾尽全力努力为中国经济的成长贡献一份力量，并帮助创造出一个更节能、环保和安全的和谐社会。

博世集团监事会主席 Hermann Scholl 教授和博世集团董事会主席 Franz Fehrenbach 先生于2007年参观了博世汽车部件（苏州）有限公司。

Prof. Dr. Hermann Scholl, Chairman of the Supervisory Council of Robert Bosch GmbH and Mr. Franz Fehrenbach, Chairman of the Board of Management of Robert Bosch GmbH visited Bosch Automotive Products (Suzhou) Co., Ltd. in 2007.





Bosch founded its first trading office in China as early as 1909. In 1926, the first car service workshop opened in Shanghai. Today, all Bosch business sectors are present in China: Automotive Technology, Industrial Technology, and Consumer Goods and Building Technology. The company operates 37 legal entities in China and has a holding company in Shanghai. Consolidated sales in China reached 1.8 billion euros in 2007. By the end of 2007, Bosch had invested over one billion euros in China, and between 2008 and 2010 it will invest a further 850 million euros. Some 17,000 Bosch associates are committed to bringing to Chinese customers the latest technology as well as the most reliable services to help improve their quality of life.

Ever since Bosch established a presence in China nearly a century ago, it has offered high-quality products and services to its Chinese customers.

Today, China is showing strong momentum for growth in all areas – road safety, energy efficiency, environmental protection, and talent development. Bosch is proud of its substantial contribution in all these areas. Bosch and its business operations have become an increasingly integral part of the Chinese economy. Through localizing its most

advanced solutions and manufacturing technology, Bosch is making concrete efforts towards its long-term commitment to China. By the end of 2007, Bosch had established four engineering centers and one winter test track in China, equipped with the most advanced facilities and highly competent development teams.

In China, Bosch is dedicated to localized development and manufacturing of the beneficial and innovative technologies and solutions that help improve Chinese people's lives. Our localized clean diesel common-rail injection systems, gasoline direct injection, and start/stop systems help address the challenge of increasing energy demand and improve environmental protection. In the automotive safety area, in China, we localized the ESP® electronic stability program which is globally recognized as one of the most effective ways to prevent accidents. With its eye on sustainable development in China, Bosch also nurtures and cultivates local talent and shares its experience and know-how in advanced technology. In all its endeavors, Bosch consistently contributes to the growth of the Chinese economy, and to a society that is more energy efficient and environmentally friendly, as well as safer.

汽车技术在中国 Automotive Technology in China



在2007年，汽车技术业务部门的近165,709位员工在全球创造了284亿欧元的销售收入，占集团销售收入的62%。在中国，汽车技术业务部门的7,330位员工在2007年创造了超过10亿欧元的销售收入。

博世积极支持中国的十一五计划，并致力于汽车环保技术和动力技术在中国的应用和发展。

在柴油技术领域，博世开发了现代的共轨系统和尾气后处理系统来满足现行的国三及将来更严格的排放标准。相比同类直喷汽油发动机，配备先进博世技术的柴油发动机可降低达33%的燃油消耗，二氧化碳排放可减少25%。此外，博世正积极与威孚紧密合作以实现共轨系统的本地化开发、应用和生产。

在汽油技术领域，博世的汽油直喷技术帮助发动机在更低油耗、更少排放的情况下实现更高的动力输出。其燃油节约性能相比多次喷射能达到节约燃油15%。博世的合资公司联合汽车电子有限公司已经引进了该项技术，并逐步建立了在汽油直喷技术领域的本地化量产能力。

博世开发的环保技术还包括启动/停止系统。当遇到红灯或交通堵塞时，启动/停止系统将停止汽油或柴油发动机的运行。这一技术能够有效减少燃油消耗和二氧化碳排放达8%，其优异表现特别适用于城市交通。该系统在欧洲已获得成功应用，将于2008年引入中国市场。

在汽车安全领域，自1995年实现ESP®的本地化生产以来，博世持续地投入进一步实现其周边产品的本地化和汽车安全教育。2007年6月，在内蒙古呼伦贝尔牙克石市的博世（呼伦贝尔）汽车测试技术中心破土动工。该中心为博世全球最大的冬季试车场，内设有符合世界一流技术标准的车辆冬季冰面性能试验场、车辆冬季路面性能试验场、试验车间及办公室。2008年4月，在博世底盘控制系统的苏州的工厂，博世庆祝了其在中国第150万台ABS防抱死制动系统胜利下线。

随着中国汽车工业的蓬勃发展，博世也正积极进一步扩大其在中国的业务能力。2007年，博世集团收购了澳大利亚汽车刹车制造商泛太集团超过75%的股票，自此，泛太汽车技术（大连）有限公司并入博世中国底盘制动管理体系。2008年2月，博世现代化汽车物流中心在湖南长沙破土动工。2008年3月，博世收购了中国诊断设备专家威宁达公司，以拓展其诊断业务。如今，博世的网络遍及中国，超过650家博世特约维修站为中国消费者提供全系列高品质的零配件及专业的诊断、检测服务。





In 2007, nearly 165,709 associates worked in the company's Automotive Technology divisions worldwide, generating sales of 28.4 billion euros, or 61% of total group sales. In China, with 7,330 associates, the Automotive Technology business sector generated sales of more than one billion euros in 2007.

Bosch plays a role in supporting the 11th five-year plan, focusing on further growth in environmentally friendly automotive technology application and on a wide range of powertrains in China.

In diesel technology, Bosch has developed modern common-rail systems and exhaust-gas treatment systems that meet the current China III as well as more stringent regulations in the future. A diesel engine equipped with advanced Bosch technology offers up to 33% lower fuel consumption and up to 25% less CO₂ emissions than comparable port-injection gasoline engines. Moreover, Bosch is working closely with its joint-venture partner Weifu to localize the development, application, and manufacture of common-rail systems.

In gasoline technology, Bosch gasoline direct injection allows engines to deliver more power with reduced consumption and lower emissions – up to 15 percent as compared to manifold injection. The Bosch joint venture United Automotive Electronic Systems has introduced advanced gasoline direct injection technology, and is gradually building up local production capacity.

Bosch start/stop systems stop the engine, gasoline or diesel alike, when the vehicle stops at a traffic light or in a traffic jam. It can effectively reduce fuel consumption and CO₂ emissions by as much as 8 percent, particularly in urban traffic. These efficient systems have already been successfully tested and marketed in Europe and will be available for Chinese customers in 2008.

In the area of automotive safety, Bosch has continued to dedicate its resources to further localization of related products and to vehicle safety education since it successfully localized the manufacture of ESP® in 2005. Bosch broke ground for its largest winter test facility in Yakeshi, Inner Mongolia in July 2007. The facility comprises an ice test track, a ground test track, a workshop, and offices that satisfy global technical standards. In April 2008, Bosch celebrated the production of its 1.5 millionth ABS antilock braking system at its Chinese Chassis Systems Control plant in Suzhou.

Given the current boom in the automotive industry, Bosch is actively expanding its presence in China. In 2007, Bosch acquired a more than 75 percent stake in the Pacifica Group, an Australian brake manufacturer. Consequently, Pacifica Automotive Technology (Dalian) Co., Ltd. has been integrated into Bosch Brake Systems China. In February 2008, Bosch began construction of a modern logistics center in Changsha, the capital city of Hunan province in central China. In March 2008, Bosch acquired the Chinese diagnostics equipment specialist Weicon to further strengthen its diagnostic service. Now, a network of over 650 Bosch Service Stations throughout China offer Chinese customers and drivers the full range of high-quality auto parts and diagnostic service.

工业技术在中国 Industrial Technology in China



博世工业技术部门的历史最早可追溯到1902年。起初，博世只是为自给自足地生产制造机械设备。如今，博世工业技术部门不断发展，约38,086名员工在2007年创造了60亿欧元的销售收入。在中国，博世工业技术部门的2,093名员工在2007年创造了3.68亿欧元的销售收入。

博世工业技术部门中不乏许多环保的技术和产品。博世力士乐积极致力于风能和潮汐等可再生能源的新技术开发。

早在上世纪80年代，博世力士乐便加入了风电技术的开发行列。如今，博世力士乐公司拥有种类丰富，规格齐全的齿轮箱，紧凑型的变桨驱动系统及偏航驱动系统能根据风向及风力调整叶片和机舱的运动。拥有超过20年的全球风电技术经验，博世力士乐一直积极支持中国风能产业的发展。2007年，博世力士乐中国与多家本地客户达成协议，为他们提供1.25兆

瓦和2兆瓦风力发电机组的整套液压传动装置，以及为建设中的山东莱州以及内蒙古白云等地的风场提供长期维护服务。并且，于2007年下半年开始进一步扩建位于北京的生产基地，以加快风机齿轮箱产品本地化生产。

不仅在风电技术领域，博世力士乐自1978年起还不断将先进的传动和控制技术、解决方案带入中国，并参与了一系列中国的重大工程项目，例如中国国家大剧院。力士乐的传动与控制系统还被应用于武汉长江隧道与上海环球金融中心。

博世包装技术业务单元也在中国快速成长。2006年杭州新工厂建成；2007年，一系列新型药品、食品、糖果包装机械设备投放市场。今天，博世包装技术（杭州）有限公司已经成为了博世包装技术业务单元在亚太地区最大的生产基地。





The Industrial Technology business sector traces its origins back primarily to the construction of production machinery, in which Bosch first became involved in 1902, initially for its own production facilities. With 38,086 associates, Bosch Industrial Technology achieved sales of a strong six billion euros in 2007. In China, 2,093 associates worked in Industrial Technology and generated sales of 368 million euros in 2007.

Products that help protect the environment can also be found in the Bosch Industrial Technology portfolio. Bosch Rexroth is active in the development of new technologies for generating power from wind, waves, etc.

As early as in the 1980's, Bosch Rexroth undertook research and development activities in wind power component technology for the world's wind power industry. Today the company has a wide range of component technology for wind turbines, including gear units of varying sizes, as well as compact pitch drives and yaw drives that allow the rotor blades to adjust according to the force and the direction of the wind. With over 20 years of worldwide experience in wind power component technology, Bosch Rexroth has always supported the Chinese wind power industry. In 2007, Bosch Rexroth signed agreements with several

local customers to provide entire sets of hydraulic power units for 1.25 MW and 2.0 MW wind turbines, as well as long-term maintenance contracts for wind farms currently under construction in Laizhou, Shandong, and Baiyun, Inner Mongolia. Also in the second half of 2007, Bosch Rexroth China began expanding its production base in Beijing in order to accelerate the localized manufacturing of its gear units for wind turbines.

In addition to its contributions to wind power, Bosch Rexroth has also continuously introduced advanced drive and control technologies and solutions to China since 1978, and participated in a series of major construction projects in China including the China National Grand Theatre, the Long River Tunnel in Wuhan, and the Shanghai World Financial Center.

Packaging Technology is another division of Bosch Industrial Technology. In 2006, it constructed a new plant at its Hangzhou site. In 2007, the Hangzhou plant launched several new series of packaging machinery for pharmaceuticals, foodstuff, and confectionery. Bosch Packaging Technology (Hangzhou) Co., Ltd. is now the Bosch Packaging Technology division's largest production base in Asia.

消费品和建筑智能化技术在中国 Consumer Goods and Building Technology in China



博世消费品和建筑智能化技术业务部门向消费者提供电动工具、热力技术和安防系统产品，以及通过与西门子合资的博西家用电器有限公司提供博世品牌的白色家电产品。2007年，该业务部门在全球的58,984名员工创造了117亿欧元的销售额收入。在中国，7,490位消费品和建筑智能化技术业务部门的员工在2007年创造了3.81亿欧元的销售额收入。

作为全球最大的电动工具生产商之一，博世电动工具于2008年1月迎来了其成立80周年。自推出了创新的采用锂电池技术的充电式电动工具，博世便处于便携式电动工具的行业领先地位。如今，博世电动工具不仅在全球享有盛誉，而且在中国也正进一步扩大品牌的影响。2007年3月，博世电动工具亚太区最大的培训中心在杭州揭幕。2008年1月，博世成功收购了总部位于香港的测量仪专家 RoboToolz 有限公司。

博世热力技术早在1978年就开始生产太阳能集热器。在这30年里，共计生产、销售超过500,000套太阳能集热器。每年CO₂减排量约为19万吨；每年节省的电能约为490 MW.h。在中国，博世热力技术的业务遍及全国的16个省市，为快速发展的中国采暖市场提供最优质的服务和强有力的支持。截至2007年，博世热力技术陆续在上海、杭州、无锡等地成立了10家采暖生活馆。2007年6月，博世热力技术培训中心在北京落成，每年将为数百名员工提供系统的专业培训。

博世安防系统是一个充满创新精神的全球一站式安防服务品牌，致力于为客户提供高品质的安全及通信产品。博世拥有广博全面的产品线，涵盖防盗报警、可视对讲、闭路监控、门禁控制及会议与公共广播系统等领域。2007年，在上海体育场改建工程和上海环球金融中心项目中，博世提供了世界领先的Praesideo数字公共广播和紧急语音疏散系统。2008年1月，博世安防系统在珠海投资5800万美元，建立了其全球最大的制造中心。珠海新厂拥有超过50名员工专注于研发工作。

自2004年11月进入中国市场以来，博世家电秉承其卓越的德国传统，凭借其充满速度与动力的产品和经典人性的设计，成为市场上成长最快的品牌之一，为中国高端家电市场注入了新的活力。目前博世在全国的销售网络遍及30个省市自治区。2007年博世在中国市场上推出了全系列的厨房电器，成为了少数几个能够提供整体厨房解决方案的供应商之一。

在环保方面，博世家电同样优于其竞争对手。凭借节能创新的产品及生产解决方案，博世为资源的有效利用和气候的保护作出了贡献。除了对产品的严格要求，博世还努力影响合约供应商在生产过程中遵循与其同样的环保指导方针。例如，由于从2005年起，博世在本土生产的产品必须符合欧盟RoHS条例规定，因此博世要求供应商提供的零部件也要符合该条例。





The Bosch Consumer Goods and Building Technology business sector focuses on power tools, thermotechnology, and security systems. It also includes the household appliances of the BSH Bosch und Siemens Hausgeräte GmbH joint venture (BSH). With 58,984 associates, this business sector generated sales of 11.7 billion euros in 2007. In China, 7,490 associates worked in the Consumer Goods and Building Technology business sector and generated sales of 381 million euros in 2007.

As one of the largest global manufacturers of power tools, Bosch has enhanced its position in portable power tools by launching innovative products such as cordless drill/drivers that use lithium-ion technology. In January 2008, Bosch Power Tools celebrated its 80th anniversary. Bosch Power Tools enjoys an excellent reputation worldwide and is further increasing its brand awareness in China. In March 2007, Bosch Power Tools opened its largest training center in Asia Pacific at its China headquarters in Hangzhou. In January 2008, Bosch acquired measuring-tool specialist RoboToolz, headquartered in Hong Kong.

Bosch Thermotechnology has produced solar collectors since 1978. Over the past 30 years, it has produced more than 500,000 sets of collectors, resulting in reductions of CO₂ emissions amounting to some 190,000 tons and electricity savings of some 490 MWh each year. In China, the Bosch Thermotechnology business has been extended to 16 provinces to provide excellent service and support to the booming Chinese heating market. By the end of 2007, 10 Bosch Thermotechnology showrooms had opened in cities such as Shanghai, Hangzhou, and Wuxi. In June 2007, the Bosch Thermotechnology training center opened in Beijing. This facility offers professional training to hundreds of associates each year.

Bosch Security Systems is an innovative, global, one-stop shop for high-quality security and communications products and systems. In 2007, Bosch Security Systems provided the world-leading Praesideo digital public address and emergency evacuation systems for the Shanghai World Financial Center and the renovation of Shanghai Stadium. In January 2008, Bosch invested 58 million U.S. dollars in a new electronics manufacturing facility in Zhuhai – the largest such facility for the Bosch Security Systems division. More than 50 associates are employed in the new facility, working in the area of research and development.

BSH entered the Chinese market in November 2004. True to its German heritage, Bosch presents local consumers with products featuring power and speed combined with superior quality and elegant design. In less than three years Bosch has established a sales network covering 30 regions across the country and is one of the fastest growing brands in the household appliances market. Bosch also brought in its full line of kitchen appliances to the market in 2007 and became one of the few suppliers in China who can offer integrated kitchen solutions.

Moreover, BSH distinguishes itself from its competitors when it comes to environmentally friendly technology. Bosch contributes to the efficient use of resources and to climate protection by setting standards for the industry worldwide with energy-efficient and innovative product and production solutions. Apart from its own production processes, Bosch also requires its contractual supplier partners to operate in accordance with similar environmental guidelines. For example, because its locally produced products have been expected to meet the EU RoHS regulations since 2005, Bosch now requires all its suppliers to provide spare parts that are in line with EU RoHS regulations.

社会责任 Our Responsibility



在长达120多年的企业历史中，商业成功与社会、生态环境之间的和谐发展自始至终是博世不懈追求的目标。而企业的社会责任不仅现在，在未来更是博世需要肩负起来的首要责任之一。

在过去的2007年中，博世在中国为道路安全、环境保护、社区服务、教育及人才发展做出了巨大的努力，同时也取得了喜人的成绩。

作为全球领先的汽车技术供应商，博世在2007年被国际汽车联合会授予享有全球声誉的殊荣——FIA道路安全，环保，机动性全球奖，以表彰博世对全球道路安全所做出的巨大贡献。在中国，博世致力于通过持续投资以及与本地汽车行业密切合作，以提高中国的道路和驾驶安全。截至到2007年，博世在中国投资于汽车安全领域的总额已经超过1.7亿欧元。

随着对道路安全的日益关注，博世还协助中国政府努力提高全民道路安全意识。2007年4月22日，博世与中国汽车工业协会（CAAM）共同举办“道路交通安全研讨会”，再度体现出博世致力于推动中国汽车安全的承诺。2007年6月28日，博世还在北京协办了由中国发展研究基金会主办的“中国：构建更加安全的道路交通”国际论坛。

自1973年起，博世就将环境保护作为企业对社会必须履行的责任。我们将未来的发展建立在创新、有效及环保的技术基础上。博世提供的许多用具、系统和零部件都能通过降低能源消耗、使用可再生能源或替代能源、减少能源浪费及废气排放，从而保护环境和节约能源。目前，博世在中国所有的主要生产基地都实现了以ISO 14001为基准的环境管理系统以及博世内部标准的达标。2007年，无锡新区安全生产委员会授予博世汽车柴油系统的无锡工厂“安全生产先进单位”奖。2007年2月，博世力士乐常州有限公司被常州武进区环保委员会授予“2006年度绿色企业”的称号。

与此同时，博世深知只有拥有最出色的员工才能使公司获得最大的成功。在中国，博世集团每年在全国范围内开展校园招聘活动以及一些特殊教育项目，博世还与中国许多著名的学府建立了长期的合作关系，为更多中国青年学生提供机会接触世界领先的技术与知识，帮助他们更早地实现梦想。2007年，博世（中国）投资有限公司为上海同济大学百年校庆捐款2,620,000元人民币。

博世不断追求和谐、健康以及更好的生活。2008年，我们深信通过坚持不懈的努力，一定会创造出一个更加绿色和清洁的社会环境。

博世环保标志：象征纯净的水、清洁的空气和自然的环境。Q形代表了博世对于质量的承诺。

The Bosch environmental protection badge symbolizes fresh water, clean air and a natural environment. The Q stands for Bosch's commitment to the environment.





Throughout the history of Bosch, which now stretches back for over 120 years, it has always been important for us to maintain a balance between business success and social and ecological concerns. This challenge of responsible corporate governance is one that we shall also rise to in the future.

In China, Bosch made substantial efforts in 2007 in the areas of road safety and environmental protection, as well as in community, educational, and talent development.

As the leading global supplier of automotive technology, Bosch was awarded the "FIA World Prize for Road Safety, the Environment and Mobility" for its great contribution to worldwide road safety. In China, Bosch constantly contributes to road and driving safety through continuous investment and local partnerships. By 2007, Bosch had invested over 170 million euros in automotive safety technologies in China.

With the increased concern as regards road safety, Bosch is devoted to helping promote public awareness in this area. On April 22, 2007, Bosch and the China Association of Automobile Manufacturers (CAAM) jointly hosted an Auto Safety Symposium in Shanghai. On June 28, 2007, Bosch also supported "Developing Safe Mobility in China" – an international road safety forum hosted by the China Development Research Foundation in Beijing.

Since 1973, environmental protection has been part of Bosch Group policy. We base our future growth on the creation of technology that is innovative, beneficial, and at the same time environmentally friendly. Many Bosch appliances, systems, and components contribute directly to protecting the environment and conserving resources by reducing the demand for energy, using renewable energies, avoiding energy waste, allowing the use of alternative fuels, and reducing emissions.

All major manufacturing sites in China have implemented the Environmental Management System based on the ISO 14001 and Bosch internal standard. In January 2007, the Bosch Automotive Diesel Systems plant in Wuxi was awarded the "Safety Operation Advanced Unit" prize by the Wuxi New District Government. Bosch Rexroth (Changzhou) Co., Ltd. was awarded the "Green Company 2006" prize by the Wujin Environmental Protection Committee in February 2007.

In the area of education and associate development, Bosch has launched its nationwide campus recruitment and special education programs in China. Bosch has also established a close cooperation with many prestigious universities to give young people in China world-class expertise, helping them to realize their dreams. Bosch (China) Investment Ltd. donated 2,620,000 CNY to Tongji University in 2007.

Bosch always seeks a harmonious way to improve the quality of life. In 2008 we firmly believe that we can contribute toward a greener and cleaner environment through our commitment and continuous efforts.

博世中国分公司分布及联系方式

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南京华德火花塞有限公司 / Nanjing Huade Spark Plug Co., Ltd.	+86 (25) 8539 2698	+86 (25) 8530 3344	南京 / Nanjing
博世汽车部件(长沙)有限公司 / Bosch Automotive Products (Changsha) Co., Ltd.	+86 (731) 292 9529	+86 (731) 292 9019	长沙 / Changsha
采埃孚转向泵金城(南京)有限公司 / ZF Steering Jincheng (Nanjing) Co., Ltd.	+86 (25) 8580 3366	+86 (25) 8580 3485	南京 / Nanjing
上海采埃孚转向机有限公司 / ZF Shanghai Steering Co., Ltd.	+86 (21) 5916 3888	+86 (21) 5916 3518	上海 / Shanghai
采埃孚商用车转向机(山东)有限公司 ZF Commercial Vehicle Steering (Shandong) Co., Ltd.	+86 (531) 8162 8888	+86 (531) 8162 8999	济南 / Jinan
泛太汽车技术(大连)有限公司 / Pacifica Automotive Technology (Dalian) Co., Ltd.	+86 (411) 8733 8311	+86 (411) 8733 8410	大连 / Dalian
博世(呼伦贝尔)汽车测试技术中心 Bosch (Hulunbeier) Automotive Test and Technology Center Co., Ltd.	+86 (470) 7355 109	+86 (470) 7355 112	牙克石 / Yakeshi
易特驰汽车技术(上海)有限公司 / Etas Automotive Technology (Shanghai) Co., Ltd.	+86 (21) 5037 2220	+86 (21) 5037 2221	上海 / Shanghai
博世包装技术(杭州)有限公司 / Bosch Packaging Technology (Hangzhou) Co., Ltd.	+86 (571) 8726 5000	+86 (571) 8726 5001	杭州 / Hangzhou
博世力士乐(北京)液压有限公司 / Bosch Rexroth (Beijing) Hydraulic Co., Ltd.	+86 (10) 6782 7000	+86 (10) 6782 7020	北京 / Beijing
香港博世力士乐(中国)有限公司 / Bosch Rexroth (China) Ltd.	+852 2262 5110	+852 2786 0733	香港, 上海, 北京, 大连, 广州, 成都 Hong Kong, Shanghai, Beijing, Dalian, Guangzhou, Chengdu
博世力士乐(常州)有限公司 / Bosch Rexroth (Changzhou) Co., Ltd.	+86 (519) 8817 5000	+86 (519) 8817 5088	常州 / Changzhou
上海博世力士乐液压及自动化有限公司 Shanghai Bosch Rexroth Hydraulics & Automation Ltd.	+86 (21) 3866 6333	+86 (21) 3866 6222	上海 / Shanghai
博世力士乐(深圳)电子传动与控制有限公司 Bosch Rexroth Electric Drives and Controls (Shenzhen) Co., Ltd.	+86 (755) 8609 5008	+86 (755) 8609 5032	深圳, 西安 / Shenzhen, Xi'an
罗伯特·博世有限公司(香港) / Robert Bosch Co., Ltd. (Hong Kong)	+852 2102 0200	+852 2805 5159	香港 / Hong Kong
罗伯特·博世有限公司上海代表处 / Robert Bosch GmbH Shanghai Rep. Office	+86 (21) 2898 1111	+86 (21) 6888 2111	上海 / Shanghai
博世热力技术(北京)有限公司 / Bosch Thermotechnology (Beijing) Co., Ltd.	+86 (10) 6782 7611	+86 (10) 6782 7616	北京, 上海, 西安, 深圳, 成都, 河南 Beijing, Shanghai, Xi'an, Shenzhen, Chengdu, Henan
上海林博热能技术有限公司 / RBS Thermotechnology Co., Ltd.	+86 (21) 6917 2861	+86 (21) 6917 2862	上海 / Shanghai
博世电动工具(中国)有限公司 / Bosch Power Tools (China) Co., Ltd.	+86 (571) 8777 4321	+86 (571) 8777 4291	杭州 / Hangzhou
南京博峰电动工具有限公司 / Nanjing Bovon Power Tools Co., Ltd.	+86 (25) 5278 6540	+86 (25) 5278 6541	南京 / Nanjing
东莞贝盈激光仪器有限公司 / RoboToolz Dongguan Ltd.	+86 (769) 8690 7088	+86 (769) 8690 7011	东莞, 香港 / Dongguan, Hong Kong
博世安保有限公司 / Bosch Security Systems Ltd.	+852 2635 2815	+852 2648 7986	香港, 深圳, 上海, 北京, 成都 Hong Kong, Shenzhen, Shanghai, Beijing, Chengdu
博世(珠海)安保系统有限公司 / Bosch (Zhuhai) Security Systems Co., Ltd.	+86 (756) 763 3888	+86 (756) 763 3333	珠海, 北京, 上海, 深圳, 成都 Zhuhai, Beijing, Shanghai, Shenzhen, Chengdu
泰勒斯依维艾音响(香港)有限公司 / Telex EVI Audio (Hong Kong) Ltd.	+852 2635 2815	+852 2648 7986	香港 / Hong Kong
依维艾音响(香港)有限公司 / EVI Audio (Hong Kong) Ltd.	+852 2635 2815	+852 2648 7986	香港 / Hong Kong
东莞泰勒斯依维艾电子科技有限公司 / Dongguan Telex Shinwa Technology Limited	+86 (769) 8509 0912	+86 (769) 8509 0915	东莞 / Dongguan
泰勒斯依维艾音响(上海)有限公司 / Telex EVI Audio (Shanghai) Co., Ltd.	+86 (21) 6317 2155	+86 (21) 6317 3025	上海 / Shanghai
博西华家用电器公司 / BSH Home Appliances Co., Ltd.	+86 (550) 305 2731	+86 (550) 305 4873	滁州 / Chuzhou
博西华家用电器有限公司 / BSW Household Appliances Co., Ltd.	+86 (510) 8521 8888	+86 (510) 8521 5169	无锡 / Wuxi
博西华家用电器销售有限公司 / Jiangsu BS Home Appliances Sales Co., Ltd.	+86 (25) 8470 1918	+86 (25) 8470 9468	南京 / Nanjing
博西华家用电器有限公司(香港) / BSH Home Appliances Ltd. (Hong Kong)	+852 2565 6161	+852 2565 6252	香港 / Hong Kong
博西华电器(江苏)有限公司 / BSH Appliances (Jiangsu) Co., Ltd.	+86 (25) 8470 1918	+86 (25) 8470 1770	南京 / Nanjing

博世品牌

The Bosch Brand

几十年来，这五个红色字母和线圈一直对外传达着博世与众不同的特色。2004年，我们重新修改了企业设计，目标是统一品牌标志，依次实现全世界范围的品牌认知，又能为个体目标受众提供契合的沟通空间。这对全球性竞争是至关重要的。在消费者眼中，博世代表着品质、信赖、诚信、经久不衰。对外标识的升级，可以带来更现代、活力、创新的形象。新标识中的线圈变更为银色，与博世标志整合为一个图形单位。

The five red letters and the armature – for decades, they have given the outward appearance of Bosch its distinctive flair. In 2004, we revised our corporate design. Our objective is a unified brand appearance which can be recognized across the globe, but one which also leaves room for communication which is tailored to individual target groups. This is a crucial factor in global competition. In the eyes of its customers, Bosch stands for quality, reliability, integrity, and durability. The upgrading of our outward appearance allows qualities such as modernity, dynamism, and innovation to take their place on center stage. The signal of this new appearance is the armature in silver and the Bosch logotype, now combined as a graphic unit.



BOSCH

博世 科技成就生活之美

博世品牌标识历史 Bosch Symbol History



2001



1919



1981



1907 - 1914



1931



1907 - 1914

博世品牌标志历史 Bosch Logo History

BOSCH

2001

BOSCH

1925

BOSCH

1991

BOSCH

1914

BOSCH

1981

Bosch

1913 - 1955

BOSCH

1961

✦ ROBERT BOSCH ✦

1900

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