**BOSCH**  
Invented for life

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**The Bosch mindset**

A good idea will solve a problem. A brilliant one solves a whole lot more.

**Innovative approaches:**

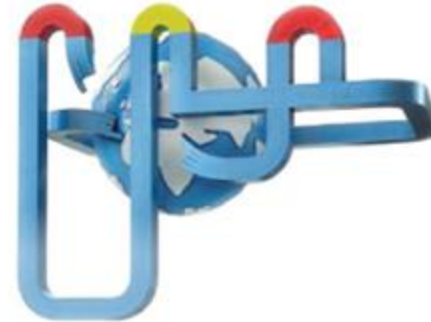
We're always on the look-out for new ways of making life more comfortable.


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**The Bosch mindset**

If you know where your roots  
are, you're at home anywhere  
in the world.





**Promoting internationally:**

From trainee to top manager – Franz Fehrenbach began his career at Bosch in 1975 and is now Chairman of the company's Supervisory Council.