

Press Release

BSH Hausgeräte is celebrating its 50th anniversary and presenting its company website in a completely new look

- **BSH can look back over a 50-year success story in 2017**
- **The company website is being revamped for the anniversary year and boasts new, user-friendly functionalities**
- **Focusing on the future: A special anniversary site is accompanying the anniversary year with forward-looking reports, portraits and features**

Munich, February 9, 2017 (BSH): BSH Hausgeräte GmbH, Europe's leading home appliance manufacturer, is celebrating its 50th anniversary this year. The start of the anniversary year is being accompanied by an extensive relaunch of the BSH company website (www.bsh-group.com) and a special anniversary site.

New BSH company website

The new BSH company website is presenting itself in a fresh new look and featuring state-of-the-art technology. The core element of the new website – and hence also in line with the consumer centricity focus of BSH – is its target group-specific structure: Thanks to what is referred to as "speaking" navigation, in other words, navigation with a brief explanation of the content of the respective link, visitors can find their way effortlessly around the website. Whether the user is a consumer, an applicant or a press representative, the right information is quick to find. In the press section "Newsroom", content can be collected– using a shopping cart, as for online shopping – and then downloaded in one step. A completely new color concept and the use of videos and animations provide a modern and dynamic look. Thanks to its responsive design, the new website is optimized for all devices, from the smartphone and tablet to the PC.



50 years of BSH: Special anniversary site

In this anniversary year, BSH is looking back over its fifty-year success story. A special anniversary site, embedded in the new BSH website, now deals with a variety of articles on all kinds of aspects relating to the company's past and its future. There are a host of entertaining and informative reports and portraits prepared in multimedia formats to see and read on trends from the fields of technology, society, science, architecture, design or nutrition. Some first questions include, for example: How will the world change in the coming years? What impact will current trends such as connectivity, experience orientation, health or sustainability have in the long term?

Dr. Karsten Ottenberg, Chairman of the BSH Board of Management, looks forward to the upcoming anniversary activities: "BSH can be very proud of its 50-year company history, during which it has helped shape not only technological, but also social development through its products and solutions. The coming years in particular will be especially exciting for our industry as digitization progresses: We have many ideas on how we also want to improve people's quality of life worldwide in the future with our innovative home appliances, outstanding brands and top-class solutions, always keeping the consumer at the center of all we do."



See for yourself:

New company website and further information at: www.bsh-group.com

Anniversary website at: www.bsh-group.com/50years

Further press materials, images and videos at: www.bsh-group.com/press

BSH Hausgeräte GmbH is a globally leading company in the home appliance sector with revenue of approximately € 12.6 billion in 2015 and more than 56,000 employees.

BSH manufactures its products at around 40 factories and is represented by over 80 companies in approximately 50 countries.

BSH is a company of the Bosch Group.

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