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Bosch Home Appliances Introduces First Black Stainless Steel Kitchen Suite

New 2018 Kitchen Collections Will Be On Display At Upcoming Kitchen & Bath Industry Show (KBIS)

IRVINE, Calif. (January 3, 2018) -

- Bosch home appliances is introducing its first Black Stainless Steel kitchen suite.
- Bosch Black Stainless Steel appliances are "Invented for Life" in the kitchen and help guard against scratches and fingerprints.
- The new Black Stainless Steel kitchen suite is one of many new kitchen innovations Bosch will showcase at the Kitchen & Bath Industry Show (KBIS) next week in Orlando, Fl., including new cooktop, ventilation, dishwasher and refrigeration introductions.

<u>Bosch home appliances</u>, the "Invented for Life" kitchen brand, today announced its first Black Stainless Steel kitchen suite. Known industry-wide for quality appliances, Bosch has taken Black Stainless Steel to a new level by creating a finish that helps guard against scratches and fingerprints to create a timeless kitchen design that will last for years to come. Featuring nine appliances, including a Black Stainless Steel Dishwasher, Single Wall Oven, Double Wall Oven, Speed Oven Combo, Over-the-Range Microwave, Chimney Wall Ventilation Hood and Refrigerator/Freezer Combo, as well as Gas and Induction Cooktops, the Bosch Black Stainless Steel kitchen suite combines contemporary style with innovative features to help simplify life for consumers.

"Contemporary kitchen design has emerged as one of the most popular styles across the U.S.," said Anja Prescher, director of brand marketing for Bosch home appliances. "As a brand known for providing quality appliances that solve the needs of our consumer, we're thrilled to offer a complete Black Stainless Steel kitchen suite to help meet the growing demand for this kitchen design style. Our Black Stainless Steel appliances provide the quality performance and innovative features consumers have come to expect from Bosch, in a sleek, contemporary package."

Bosch Black Stainless Steel is more than just a finish. By utilizing a special material that guards against scratches and fingerprints, Bosch is delivering on its commitment to providing quality solutions that enhance the overall quality of life for our consumers, thus enabling them to savor the moments that matter most in the kitchen and outside of it. The Bosch <u>Black Stainless Steel Dishwasher</u>, the first appliance from the new kitchen suite, is available now. The complete suite will be available on a rolling basis throughout the first and second quarters of 2018.

The Bosch Black Stainless Steel kitchen suite will be on display for the first time in the Bosch booth (#W1749) at the Kitchen & Bath Industry Show (KBIS), taking place in Orlando, FL next week from Jan. 9-11, 2018. At the show, Bosch will unveil a collection of its latest kitchen innovations, including:

- New Bosch Benchmark Gas Cooktops and Downdraft Ventilation Hoods: Bosch will introduce new Gas Cooktops and Downdraft Ventilation Hoods to its award-winning kitchen suite. The new Gas Cooktops are engineered to enhance efficiency and improve temperature control during the cooking process, while the Downdraft Ventilation Hoods offer a sleek new look along with flexible cleaning features that provide valuable countertop space when not in use.
- New Bosch Ascenta Dishwasher Line: Bosch will continue the expansion of its award-winning dishwasher line with the introduction of the new Bosch Ascenta Series models. The new Bosch Ascenta dishwashers provide flexible loading features to help simplify kitchen cleanup, including the expansion of the third rack and signature Bosch quiet, along with the introduction of the new "utility" mini rack.
- New Bosch Freestanding Refrigeration: Bosch is expanding its freestanding refrigeration
 offerings with the addition of new Counter-Depth French Door and Side by Side models. The
 new Bosch Freestanding refrigerators are designed to integrate into any kitchen design while
 also helping to keep foods fresh for longer through a variety of innovative features and
 freshness systems.
- X-Spect Laundry Prototype: Bosch is proud to showcase X-Spect, a prototype innovation that takes the guesswork out of cleaning the laundry. X-Spect is an intuitive wireless, handheld device that uses sensors to detect and analyze fabrics and stains, while also recommending the best way to clean your clothing items using the Bosch Laundry Pair, with Home Connect.

The Bosch booth (#W1749) at KBIS will also feature the complete Bosch Home Connect Kitchen Suite, as well as selections from the Bosch Benchmark and Small Spaces kitchen suites, respectively, including the SideOpening Wall Oven, Induction Cooktop with FlexInduction technology and Steam Oven. For more information about Bosch home appliances, visit <u>www.bosch-home.com/us</u>, like Bosch <u>facebook.com/BoschAppliances</u>, or connect on Twitter <u>@BoschAppliances</u> and Instagram <u>@BoschhomeUS</u>.

About Bosch home appliances

Bosch home appliances is part of BSH Home Appliances Corporation, a wholly-owned subsidiary of BSH Hausgeräte GmbH, based in Munich, Germany. As part of the largest manufacturer of home appliances in Europe, and one of the leading companies in the sector worldwide, Bosch has been selling high performance German-engineered appliances in the United States since 1991. Known nationwide for raising the standards in quietness, efficiency and design for appliances, Bosch frequently receives top ratings in leading consumer publications and received awards from ENERGY STAR for eight consecutive years, from 2007-2014. With U.S. headquarters in Irvine, Calif., the company also operates manufacturing facilities in La Follette, Tenn. and in New Bern, N.C., housing state-of-the-art factories for dishwashers, ranges, ovens and cooktops.

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