

Bosch Power Tools Sells More than 50 Million Daredevil™ Spade Bits in North America in Less than Five Years

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The best-in-class design won over pros since its introduction five years ago, pulling the bit through wood to save both time and strain

Mt. Prospect, Ill., April 5, 2018 – When Bosch Power Tools introduced its Daredevil™ Spade Bit in November 2013, it wasn't kidding about the tool's best-in-class speed, ease of use and durability. Less than five years later, Bosch has sold more than 50 million Daredevil Spade Bits in North America, a rate of acceptance that speaks to strong adoption by professional users.

- **Click to Tweet:** .@BoschToolsNA sells more than 50M Daredevil Spade Bits in less than five years after 2013 introduction <http://bit.ly/2GtpKPl> #Bosch #PowerTools

The Daredevil Spade Bit was created to answer the needs of electricians, plumbers and other professional users for greater speed, ease of use and hole quality. Since its introduction, millions of users have turned to Bosch Daredevil for a design that's unparalleled in its performance.

"This is a real milestone for Bosch and a testament to our attention to smart tool design," says Ana Michelini, channel/product manager, Bosch Accessories. "The Daredevil Spade Bit shows how a design enhancement can fundamentally change the way trade pros use power tools. These bits not only save time, but help the user reduce fatigue because the bit does the work."

While other wood-drilling products come with a threaded tip for fast feeding, Bosch has incorporated a full-cone threaded tip that increases not only the speed of the bit but also ease of drilling.

Another feature of the Daredevil is the contoured paddle. This wave-like shape facilitates chip removal, which adds to the speed of the bit. The combination of these two features creates astonishing results: In independent testing, the Daredevil Spade Bit was 10x faster and required 53 percent less force than conventional spade bits.

It doesn't end there. While spade bits are not expected to produce anything beyond average hole quality, the Daredevil is not your average spade bit. The spur-and-reamer design is unique because it not only scores the wood for a clean entry hole, but also has angled cutting edges that cut the hole for reduced breakout leaving a cleaner exit hole than any competitor's bit.

Bosch Daredevil spade bits are available in a range of sizes and are sold individually or in sets.

To learn more about the Bosch Daredevil Spade Bits or to find a local dealer, visit www.boschtools.com or call 877-BOSCH-99. Check out www.bethepro.com for additional tips and videos.

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

Exchange rate: 1 EUR = \$1.12968

Bosch in North America

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About Robert Bosch Tool Corporation

Robert Bosch Tool Corporation, the Power Tools Division of North America, was formed in January 2003 when Robert Bosch GmbH combined its North American diverse power tool and accessories businesses into one organization. As a manufacturing pioneer with more than a century's worth of experience, the Bosch name has become synonymous with engineering excellence. Located throughout North America as part of the global power tools division, Bosch associates maintain a legacy of world-class design, manufacture and sale for power tools, rotary and oscillating tools, accessories and measuring tools. For more information, call toll-free 877-BOSCH-99 (877-267-2499) or visit www.boschtools.com.

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