

# Bosch Power Tools North America Launches New Website with Responsive Design, Intuitive Search and Added Features

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*Users will now be able to find Bosch products by trade and even the project they're working on in a more responsive and mobile-friendly design*

**Mt. Prospect, Ill., Jan. 25, 2016** – In recognition of the move by consumers and professionals to smartphones and tablets over desktop computers, Bosch Power Tools North America has revamped its website, debuting a more responsive, mobile-friendly design along with a series of upgraded features. The improved [BoschTools.com](http://BoschTools.com) allows users to find and search for Bosch tools in a variety of intuitive ways and then select the perfect product with a new comparison feature.

- **Click to Tweet:** .@BoschToolsNA launches new website with #responsivedesign, search and new features  
<http://ctt.ec/a154c+> #powertools #Bosch

"The Bosch power tool brand is built on more than 100 years of innovation and advanced engineering, so the new North American power tools website was constructed to reflect that heritage," said Kevin Enke, group marketing manager, Bosch brand. "We're debuting functionalities that will make it easy for professionals to find the exact tool for the work at hand, whether they're at home or on the jobsite."

At its core, the updated website is designed with mobile users in mind. Using a responsive design, site navigation is virtually the same whether users access it via a tablet, smartphone or desktop computer. This is a cornerstone improvement for Boschtools.com as U.S. mobile web traffic begins to outpace desktop traffic, according to [Smart Insights](#) market research.

Power tool consumers also will be able to search for tools in faster, more user-friendly ways. An updated search engine tool brings added speed and provides more accurate results. In addition, users will find recommended tools and accessories based on their trade profession or even by application, pulling up suggested products depending on the type of project they're working on.

Those browsing for tools can use enhanced product filtering, whittling down results based on three commonly used attributes. Regardless of how professionals search for tools, product detail pages are now cleaner and easier to navigate.

In addition, new magazine-style content will take center stage next to the series of products. Bosch power tool users from [BethePro.com](http://BethePro.com) will join industry professionals at Bosch to populate weekly articles shedding light on the latest on-the-jobsite product information and industry trends.

To learn more about the new Bosch power tool website and to see it for yourself, visit [www.boschtools.com](http://www.boschtools.com).

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## **About Bosch**

Having established a regional presence in 1906 in North America, the Bosch Group employs some 28,700 associates in more than 100 locations, as of April 1, 2015. In 2014, Bosch generated consolidated sales of \$11.3 billion in the U.S., Canada and Mexico. For more information, visit [www.boschusa.com](http://www.boschusa.com), [www.bosch.com.mx](http://www.bosch.com.mx) and [www.bosch.ca](http://www.bosch.ca).

The Bosch Group is a leading global supplier of technology and services. It employs roughly 360,000 associates worldwide (as per April 1, 2015). The company generated sales of \$65 billion (49 billion euros) in 2014.\* Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including its sales and service partners, Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2014, Bosch applied for some 4,600 patents worldwide. The Bosch Group's strategic objective is to create solutions for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life."

Additional information is available online at [www.bosch.com](http://www.bosch.com) and [www.bosch-press.com](http://www.bosch-press.com), <http://twitter.com/BoschPresse>.

Exchange rate: 1 EUR = \$1.32850

\*The sales figure disclosed for 2014 does not include the former joint ventures BSH Bosch und Siemens Hausgeräte GmbH (now BSH Hausgeräte GmbH) and ZF Lenksysteme GmbH (now Robert Bosch Automotive Steering GmbH), which have since been fully acquired.

## **Bosch in North America**

In the U.S., Canada and Mexico, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial drives and control technology, power tools, security and communication systems, packaging technology, thermotechnology, household appliances, healthcare telemedicine and software solutions. For more information, please visit [www.boschusa.com](http://www.boschusa.com), [www.bosch.com.mx](http://www.bosch.com.mx) and [www.bosch.ca](http://www.bosch.ca).

## **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.robertboschtoolcorporation.com](http://www.robertboschtoolcorporation.com).

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Additional assets available online:  [Photos \(1\)](#)

<https://pressroom.boschtools.com/Bosch-Power-Tools-Launches-New-Website>