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Line of heat-treated screw driving bits, double-ended bits, nut setters, sockets and bit holders are enhanced to handle a new generation of higher torque impact drivers

Mt. Prospect, Ill., March 14, 2017 – As tool manufacturers continue to develop more powerful tools, the bits that work in tandem must also improve to keep up with the pace of the jobsite. That's why Bosch developed Impact Tough™ Impact Driver Bits – upgraded with design functionality and toughness to deliver 10X more life than standard impact bits.

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"Impact drivers today are offering more torque than ever before, so professionals need a series of bits that can keep up with these more powerful tools," said Desmond Smith, product manager, accessories, BOSCH POWER TOOLS. "As a power tool accessory leaders, Bosch took the time to perfect the manufacturing process for Impact Tough bits in order to meet the most rugged applications on the jobsite."

The upgraded Impact Tough bits include an impact-rated line of screw driving bits, double-ended bits, nut setters, sockets and bit holders, each enhanced to handle next-generation high torque impact drivers.

Bosch started by developing its Xtended Torsion Zone™, a feature that absorbs torque peaks to reduce breakage. Impact Tough series transfers torque stress at the tip of the bit to the enhanced Torsion Zone for tension dissipation, making them stronger and more reliable.

In addition, the tips themselves are precision designed and machined for a better integrated fit. This delivers more torque to the screw, lessens slippage and reduces cam-out damage for a longer-lasting bit. And Bosch designed an exclusive manufacturing process, incorporating heat-treated materials to improve each bit's strength and overall life.

Impact Tough Double-Ended Bits (6" bits) now provide a Dual Torsion Zone, protecting each end of the bit. This feature means these bits last twice as long, doubling their life while delivering higher ultimate torque in tough applications.

All the bits in the upgraded Impact Tough series come with a silver, high-visibility sleeve so pros on the jobsite can easily find them in a toolbox or on the ground. The easily recognizable coating also has laser markings to clearly identify each bit. The laser inscriptions are easier to read than traditional stamped scripts.

To learn more about the Bosch Impact Tough™ Impact Driver 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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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, www.bosch.com.mx and 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 and 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, www.bosch.com.mx and www.bosch.ca.www.boschusa.com.

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.

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For further information: Steve Wilcox, Brand Manager, BOSCH POWER TOOLS, 224.232.2417, Steve.Wilcox@us.bosch.com -- OR -- Andy Ambrosius, Manager, Media Relations, 312.673.6061, Andy.Ambrosius@techimage.com

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