

# Bosch Batteries

## Driven by RELIABILITY



**BOSCH**

Invented for life

More than  
**95 Years**  
of Bosch  
Batteries



The modern vehicle has an increasing number of electronic components and systems that require electrical power.

Bosch batteries is the power supply that delivers the necessary high performance and safety to meet the demands of today's modern vehicles.

### Did you Know?

#### Bosch Global:

**410,000 Employees**  
– 57,000 Engineers

**440 Subsidiaries**  
and regional companies

Operates in  
**60 Countries**  
worldwide

Spent  
**7.3 Billion Euros**  
in 2017 on R&D

#### Bosch Battery Business:

**590 Associates**  
**Worldwide**

Aim to lead electromobility  
mass market from  
**2020**

Bosch supplies electrical  
powertrains in  
**All Vehicle Segments**  
including bicycles and trucks

#### Bosch Battery Range (Oceania):

**176 SKUs**  
(Incl. Bosch Mining and Unboxed)

Bosch Batteries are manufactured to  
**BCI, SAE, JIS, DIN** standards

**VRLA** is certified to AS4029-2 standards  
(Active Fire Scheme)

**93%/84%** Market coverage AU/NZ (PC & LCV)

**19 Million Vehicles**  
Car Parc volume AU (Incl. PC, LCV & HCV)

**3.8 Million Vehicles**  
Car Parc volume NZ (Incl. PC, LCV & HCV)

### Product Range (Oceania)

#### Good



#### Better



#### Best



#### SM Mega Power Plus

- ▶ Long service life
- ▶ Optimal performance
- ▶ Completely sealed and maintenance free

**Calcium-Calcium  
Technology**

#### SM Mega Power Silver

- ▶ Maximum performance & long service life
- ▶ Silver technology supports additional safety features such as ESP and ABS

**Calcium-Silver  
Technology**

#### ST Hightec EFB

- ▶ Built for high performance and reliability, even under extreme conditions including Start-stop applications

**Enhanced Flooded  
Battery Technology**

#### ST Hightec AGM

- ▶ Extra long service life
- ▶ 100% leakage proof with AGM technology
- ▶ Perfect partner for Start-Stop applications

**Absorbent Glass Mat  
Technology**

## Applications



PV, LCV, SUV & 4WD



Off Highway & HCV



Marine



Deep Cycle/VRLA

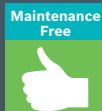


The Future  
Li-ion

## Warranty

**24**  
Month  
Warranty

**36**  
Month  
Warranty



\*24 Months (Stop/Start) & 36 Months (Normal Use)

**12**  
Month  
Warranty



**12**  
Month  
Warranty



\*Refer to Bosch Battery Catalogue 2018 Section A25

## Oceania Bosch Battery Distributors (Specialist Channel)



Owned by RAMCAR

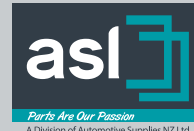
**SA** (Head Office for IBD)  
**NT** (1 location)  
**NSW Southern** (2 locations)  
**TAS** (1 location)  
**VIC** (4 locations)



**WA** (1 location -  
Head Office &  
branch)

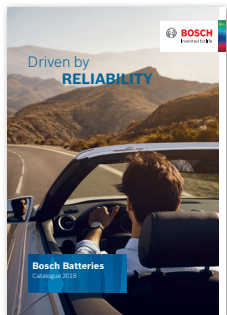


**QLD** (1 location & Head  
Office)  
**NSW** (1 location)

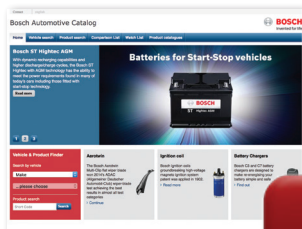


**New Zealand** (12 locations  
& Head Office)

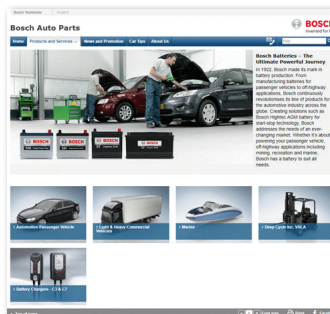
## Battery Program Resources



Hard Copy Catalogue



eCat & Autoi (Online Catalogues)  
[ao.bosch-automotive.com/en\\_GB/catalogue](http://ao.bosch-automotive.com/en_GB/catalogue)



Bosch Battery Webpage  
[www.boschautoparts.com.au](http://www.boschautoparts.com.au)

- ▶ Catalogue PDF
- ▶ Program Overview
- ▶ Product Specification Sheets
- ▶ POS Material
- ▶ SDS (Safety Data Sheet)
- ▶ Product Images

## Bosch Battery Innovations

- ▶ Production of batteries for motorcycles starts in Stuttgart, Feuerbach

1922



1927

- ▶ Production of batteries for passenger cars

- ▶ Launch of 12V battery with a built-in charge indicator

1960

1970

- ▶ Introduction of low-maintenance batteries for passenger vehicles

1980

- ▶ Introduction of 100% maintenance-free batteries\*
- ▶ Beginning of lead-calcium technology

1990-2013

- ▶ Launch of new batteries with labyrinth lid, stamped grid and AGM technology
- ▶ ST Hightec AGM and EFB batteries revolutionize the fast-growing battery market to meet customer demands

2017

- ▶ Bosch designed the new 48 volt battery (48V) with the purpose to cut CO<sub>2</sub> emissions. A 48V hybrid can considerably cut fuel consumption through the use of a boost recuperation system (BRS).



\*according to DIN V43539