

Press release



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Chasing the deer for 26 years - the Bosch running event

New route, more participants than ever

- More and more Bosch employees in the field
- Bosch Group is name sponsor for ninth year in a row
- There's a bit of deer in all of us

Eger/Miskolc – Students and former students, together with employees of the Bosch Group in Hungary, stepped up to the starting line in Eger for the 26th time. The 9 April running event attracted more participants than ever, together with nature lovers and enthusiastic supporters.

The new route the organisers laid out for the relay race this year did not miss out the magical paths through the breathtaking Bükk Hills. To take the runners even further from cars and smog, they took the Eger-Szilvásvár section out of the programme. A novelty in this year's race was that teams could enter with as few as five runners, so that very fit runners could do anything up to a half-marathon in the Szarvasúzók race. "I don't just talk about it, I do it. I run in a team just like I work in a team. That is the strength of Bosch. Putting together the strength of individuals and the performance of individuals. But it is much more than that: running together and having fun together forms a community that takes us all forward in work. For many years, Bosch has been supporting creative and useful initiatives where future young employees can get a close up experience of thinking as a team and find out what true cooperation feels like. It gives me great pleasure that as the name sponsor of the event, the Bosch Group is showing an example via a sporting event," said Javier González Pareja, representative of the Bosch Group in Hungary.

The Szarvasúzók relay race consists of six sections and a total of twelve stages with four restart points. Every year, the 83 kilometre distance is divided into stages of different degrees of difficulty, so that everyone can find the one that fits his or her fitness and strength. True to tradition, the race was started on 9 April

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by locals dressed up as deer, beating the tracks of the legendary Boniface with sticks. Then the runners set off in pursuit, along a route with different kinds of paths, easy and hard. The race is about the joy of running and the beauty of nature, but teamwork also comes in for attention. Making all this effort makes for lifelong friendships. Everybody is relying on each other and teams only reach the finish if stick together. If one runner gives up, than the team falls out of the contest. Victory demands stamina, creativity, the ability to struggle and absolute attention to each other. "I have always liked running. It is like catching up with yourself, with your own strength. Wherever you go, fast or slow, it is up to you as long as your feet can stand it and you've got enough puff. The Szarvasúzóók races have taught me that there is no more uplifting feeling than running in a team, and so I am also very proud to have been able to run more than one stage this year," said González.

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Basic information:

Bosch has been present in Hungary since 1899. After its re-establishment as a regional trading company in 1991, Bosch has grown into one of Hungary's largest foreign industrial employers. In financial 2014, its 9 Hungarian subsidiaries had a total turnover of HUF 825 billion and sales of the Bosch Group on the Hungarian market – not counting trade among its own companies – was HUF 183 billion. The Bosch Group in Hungary employs 10,500 people (as per April 1, 2015). In addition to its manufacturing, commercial and development business, Bosch has a network of sales and service operations that covers the entire country.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 375,000 associates worldwide (as of December 31, 2015). According to preliminary figures, the company generated sales of more than 70 billion euros in 2015. 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 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing and sales network covers some 150 countries. The basis for the company's future growth is its innovative strength. Bosch employs 55,800 associates in research and development at roughly 115 locations across the globe. The Bosch Group's strategic objective is to deliver innovations 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.hu