

Press release



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Bosch announces three new investments in Maklár

Production of electric steering will be expanded and a global service center will be built

- Bosch launches three new investments in Maklár, totaling more than 52 billion forints
- Investments are aimed at technological transition, increasing production capacity, retaining jobs and creating new ones
- Future support for Bosch Group's steering division worldwide from the Maklár Service Center

Budapest / Maklár – Bosch, a leading global supplier of technologies and services further strengthens the significance of its Maklar site. With three investments worth more than 52 billion forints in total until the end of 2023, the company will be increasing competitiveness, expanding production capacity, introducing new technologies and creating a shared service center. Investments contribute to the job retention and the creation of new ones at the site with more than a thousand associates today. Péter Szijjártó, Minister of Foreign Affairs and Trade, Dr. István Szászi, representative of the Bosch Group in Hungary and Michael Zink, technical plant manager of Robert Bosch Automotive Steering Kft. took part at the event. “The three new investments will enable the implementation of technological innovations that will contribute to the long-term competitiveness and stability of our local activities”, said Michael Zink. Robert Bosch Automotive Steering Kft. in Maklár will built up in total more than 70,000 sqm of production and logistic space as well as an integrated state-of-the-art service and office area until 2023. With this new concept the company ensures to be a prominent and attractive employer in the region in the long term. On the basis of an individual government decision (ECD), the Hungarian state provides a total of 12.25 billion forints of non-refundable support for the three investments.

Steering systems of the vehicles of the future are made in Maklár

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With the transformation of the automotive industry, there is an ever-growing demand for electric steering systems, which are an essential part of the vehicles of the future. Electric steering technology, in addition to being environmental friendly, works well with different assistant systems and is a key element of automated driving. "The aim of the new investments is to further develop our site to serve the automotive industry of the future" said Michael Zink. The plant is being equipped with state-of-the-art technologies: in the framework of the investment, until 2023 production, logistics and service buildings will be extended and established, and new machines will be installed.

Increasing production capacity

This investment aims to increase the competitiveness of the Maklar site, offsetting the effects of the coronavirus pandemic. The investment involves the acquisition of high-tech equipment for production and assembly as well as measuring instruments. Bosch defines continuous training and development of all associates a crucial element of its strategy and also important for the region. With the further growth its objective is also to increase their Hungarian supplier base and thereby support the creation of additional jobs in Hungary over the long-term.

Global Service Center in Maklár

Beside this production related activities, Automotive Steering division of the Bosch Group has started to install a new Shared Service Center (SSC) in Maklár. Until 2023 there will be built up 80 new positions. The new center will serve the Bosch Group's Steering division worldwide in the future. The service center supports a global network in the areas of sales support, quality control, technical development, strategic planning, data protection and product management. "The complexity and significant business impact of the services provided by the service center requires the presence of qualified staff with good foreign language skills. We plan to build up a strong team of experienced professionals with good English and/or German-knowledge", Michael Zink explained.

About Robert Bosch Automotive Steering Kft.

Robert Bosch Automotive Steering Kft. supplies steering gears for passenger cars, steering columns and steering shafts for commercial vehicles as well as refurbished parts to more than 100 vehicle manufacturers worldwide. The company, established in 2003, producing traditional hydraulic steering gears in Eger, and electric steering gears in Maklár since 2014. In 2015 the manufacturing of main components for the electric steering systems was also launched in the Maklár plant. Currently, over three million steering systems and components are produced at the two locations on a yearly basis, majority of them being state-of-the-art, environmental friendly Electric Power Steering systems.

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Basic information:

Bosch has been present in Hungary since 1898 with its products. After its re-establishment as a regional trading company in 1991, Bosch has grown into one of Hungary's largest foreign industrial employers with currently nine subsidiaries. In fiscal 2020 it had total net sales of 1,497 billion forints and consolidated sales to third parties on the Hungarian market of 238 billion forints. The Bosch Group in Hungary employs more than 15,500 associates (as of December 31, 2020). 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 395,000 associates worldwide (as of December 31, 2020). The company generated sales of 71.5 billion euros in 2020. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. 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." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 129 locations across the globe, Bosch employs some 73,000 associates in research and development, of which nearly 34,000 are software engineers.

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