

Press release

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New plant manager at Robert Bosch Automotive Steering Kft. in Maklár

Kathrin Hocke replaced Michael Zink from March

From March 2025, Kathrin Hocke took over the position of plant manager of Robert Bosch Automotive Steering Kft., and is responsible for the manufacturing, production and research and development activities of the Maklár and Eger sites. Kathrin Hocke replaced Michael Zink in this position, who is continuing his career within the Bosch Group in Germany. The new leader has extensive international experience in the automotive and electronics manufacturing sectors, including leadership positions in Spain, Portugal and Germany.

After studying electronics engineering, Kathrin Hocke began her career in 1996 as a quality engineer at Bosch's semiconductor plant in Reutlingen. She subsequently held numerous strategic and operational management positions in various divisions of the Bosch Group, including quality management, production technology and purchasing. Prior to her arrival in Hungary, she worked as head of Global Quality Management at BSH Bosch Siemens Hausgeräte GmbH from 2021.

Kathrin Hocke's professional strengths include an overview of complex production processes, quality management, and efficient, cost-conscious production management. Thanks to her experience and analytical mindset, she is able to coordinate strategic and operational goals. Teamwork and supporting continuous improvement play a prominent role in her work, as she is convinced that organizations and people are best able to develop through challenges. "Throughout my career, I have always focused on manufacturing and quality, producing high-quality products in a cost-effective and productive way," said Kathrin Hocke. "My goal is to implement an operational management style that ensures stable, high-quality production processes and efficient cooperation between individual business divisions and various Bosch plants."

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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 eight subsidiaries. In fiscal 2023 it had total net sales of 2.207 billion forints and consolidated sales to third parties on the Hungarian market of 343 billion forints. The Bosch Group in Hungary employs more than 18,300 associates (as of December 31, 2023). 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 417,900 associates worldwide (as of December 31, 2024). According to preliminary figures, the company generated sales of 90.5 billion euros in 2024. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 470 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch's innovative strength is key to the company's further development. At 136 locations across the globe, Bosch employs some 86,900 associates in research and development, of which nearly 48,000 are software engineers.

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