

Press release

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Bosch: three times around the world - 120,000 sports kilometers in 6 years

Bosch takes first place for the sixth time in the Hungarian
“The Company Runs” competition

- Another sporting success: Bosch takes first place for the sixth time in the annual “The Company Runs” competition out of more than 700 companies
- Having accumulated nearly 120,000 kilometers, Bosch sports community members could have circumnavigated the globe up to three times in the last six years
- András Somogyi, Bosch: “An innovative company has to break new ground not only in technology, but also in the development of its associates – and sport plays a key role in this.”
- Victor Popa, Bosch: “Our sports community, which is 11 years old this year, has enormous strength, which is also evident from the fact that our numbers are growing every year, and we can push each other to perform better and better.”
- Bosch has been consistently supporting sporting activities for its associates throughout the country for years: in Budapest, Hatvan, Miskolc, Málár and Eger

An exemplary performance was achieved in “The Company Runs” (“Fut a cég”) competition for domestic companies. Robert Bosch Kft. won the title of the most athletic Hungarian company for the sixth time in 2024 in the popular competition of the Budapest Sports Office (Budapest Sportiroda), which saw more than 700 participating companies. Bosch athletes ran nearly 14,000 kilometers, cycled 1,700 kilometers, swam 500 kilometers and walked 400 kilometers in 2024. The company thus came in first place not only in the large company category but also in the overall field.

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Three times around the world in six years

Bosch's sports community in Budapest, which is now 2,000 people strong, has clocked up kilometers every year ever since the "The Company Runs" began in 2018. This year marks the sixth time that the innovative Hungarian large corporation has taken the top step on the podium. "There is a lot of work in our achievements. Our sports community, which is 11 years old this year, has enormous strength, which is also evident from the fact that our numbers are growing every year, and we can push each other to perform better and better. In the last six years, we have covered nearly 120,000 kilometers by running, swimming or on two wheels, which is the same distance as if we had circumnavigated the Earth three times together," says Victor Popa, group manager for innovation at Robert Bosch Kft. and head of the Bosch sports community.

Bosch sports communities across the country

For years, the Bosch Group in Hungary has paid particular attention to promoting sport and encouraging its employees to exercise regularly at all its sites in Budapest, Hatvan, Miskolc, Málár and Eger. The company supports the communities with various company sports challenges, by covering entry fees and tickets, jerseys, training sessions, coaches, equipment and track rental. Bosch aims to support the continuous development of its associates and to create a balanced, flexible and people-oriented working environment.

Turning sporting performance into innovative success

"We are convinced that the health and well-being of our associates is an important pillar of the company's success. In a sporty, active work community, burnout is much less frequent, sick leave is reduced, and colleagues are more energetic and creative in the long term. We believe that an innovative company needs to break new ground not only in technology but also in developing its people, and sport is key to this. We find that sport gives our colleagues a 'champion's mentality', it fosters perseverance, self-discipline and a sense of purpose, which is clearly reflected in their success at work," said András Somogyi, vice president of human resources of the Bosch Group in Hungary and the Adriatic region.

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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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