

Press release

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Personnel changes at the Bosch Group in Hungary

- István Szászi, representative of the Bosch Group in Hungary and the Adriatic region will leave the Bosch Group
- Effective from July 2026 Attila Horváth will be the representative of the Bosch Group in Hungary and the Adriatic region
- Zoltán Szőke will be the head of Engineering Center Budapest
- Frank Meyer will take over the position of plant manager at Robert Bosch Energy and Body Systems Kft. in Miskolc

István Szászi, representative of the Bosch Group in Hungary and the Adriatic region, head of Engineering Center Budapest will leave the Bosch Group at his own request on June 30, 2026. After a 22-year career within the company group, he will continue his professional career outside the company.

Effective from July, 2026 Attila Horváth will be the representative of the Bosch Group in Hungary and the Adriatic region. The leader joined the Bosch Group in 2001 and has held numerous leadership positions in the power tools, automotive electronics, and car multimedia divisions in Hungary and Germany. Attila Horváth will carry out his new regional responsibilities in addition to his role as the technical plant manager of Robert Bosch Elektronika Kft. in Hatvan.

At the same time Zoltán Szőke will take over the position of head of Engineering Center Budapest. The expert joined the company group in 2004 and is currently the vice president of product area ADAS Driving Systems in Germany.

New plant manager at the Bosch automotive plant in Miskolc

At Robert Bosch Energy and Body Systems Kft. in Miskolc, Frank Meyer will replace Roland Ahl as a plant manager starting in July 2026, as Roland Ahl continues his professional career outside the company group. Frank Meyer, who joined the

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Bosch Group 30 years ago, will come to Hungary from Mexico where he is the plant manager at Bosch's Toluca plant. The German expert has considerable experience in automotive manufacturing and international cooperation, having worked at various Bosch locations from Germany and China to Mexico.

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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 2024 it had total net sales of 2058 billion forints and consolidated sales to third parties on the Hungarian market of 313 billion forints. The Bosch Group in Hungary employs more than 17,400 associates (as of December 31, 2024). 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. According to preliminary figures, it employs roughly 412,000 associates worldwide (as of December 31, 2025). The company generated sales of 91 billion euros in 2025. 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 490 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 82,000 associates in research and development.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861–1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a limited liability company with a charitable purpose. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. The majority of voting rights are held by Robert Bosch Industrietreuhand KG. It is entrusted with the task of safeguarding the company's long-term existence and in particular its financial independence – in line with the mission handed down in the will of the company's founder, Robert Bosch.

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