

Press release

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Technology and innovation are all about creativity, and women also play a decisive role in it

Girls' Day at Bosch

- For the thirteenth time, Bosch offered a glimpse into the world of automotive innovations at this year's Girls' Day.
- Participating students gained insights into cutting-edge automotive developments at the Bosch Budapest Innovation Campus: they learned exciting details about, among other things, the preparations for the secret mission of the test cars, the "stress tests" designed to ensure the reliable operation of car parts, and were also welcomed into the state-of-the-art giant test hall capable of accommodating several trucks at once.
- Teodóra Bodó, Bosch: "It is important to show young girls that technology and innovation aren't a distant, abstract world, but an exciting, creative opportunity that is accessible to them as well."
- Andrea Orosz, Bosch: "Companies where both male and female managers are involved in the management of the company are also more successful commercially. Our goal is for Bosch to become a company where one in five leadership positions is filled by a woman by 2030."

Every year, there is a special day dedicated to girls, when they can gain valuable inspiration for choosing a career and discover their talents in professions that many still consider to be more boyish or masculine. This is Girls' Day, a career orientation event organized by the Association of Hungarian Women in Science, where upper-grade elementary and high school girls can learn about careers in science, technology and information technology through targeted programs offered by Hungarian companies, universities, and research institutions. This year marks the thirteenth time Bosch has joined this popular initiative.

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Girls in the realm of test vehicles

Enthusiastic young people interested in technology took over the Bosch Budapest Innovation Campus during special interactive programs organized on the occasion of Girls' Day. The participants got a taste of the most exciting developments for driving safety and comfort at Bosch's 90,000-square-meter automotive technology center. They learned where and according to what schedule the company's domestic test fleet of approximately 100 cars is deployed, as well as how experts prepare the camouflaged test vehicles for their secret missions. Bosch experts also demonstrated the extreme conditions – extreme temperatures, sunlight, and humidity – under which car parts are tested, and how they test the sharpness of vision of the vehicles' cameras to ensure they operate as reliably as possible in critical situations on the road.

The world of technology isn't just for men

At the Girls' Day roundtable discussion, the students met with professionals and female leaders from the Bosch Group who are working on the future of the automotive industry and shared personal stories about what innovation looks like in their day-to-day work.

"We find that girls facing career choices often lack the self-confidence, inspiration, and support needed to choose engineering and information technology as their profession. That is why it is important to show that technology and innovation are not a distant and abstract world, but a truly exciting, creative career path that is accessible to everyone," said Teodóra Bodó, director of communication and governmental affairs of the Bosch Group in Hungary and the Adriatic region.

Women leaders already have a significant role at Bosch

Diversity and equal opportunity are the keys to long-term success for Bosch. The company actively supports the professional development and careers of women; as a result, female leaders play a key role both globally and within the Bosch Group in Hungary. „Research shows that companies where both male and female managers are involved in the management of the company are more successful commercially. Our goal is for Bosch to become a company where one in five leadership positions is filled by a woman by 2030," said Andrea Orosz, commercial and human resources director at Robert Bosch Kft.

The Bosch Group in Hungary supports talents with a wide range of tools, training programs, mentoring, networking opportunities and family-friendly benefits. The unique Female Talent training program focuses, among other things, on self-awareness, developing effective communication skills and building confidence. For women who aim to become leaders, the company offers the Business Women Program training package.

Self-organizing Women@Bosch communities operating at Bosch worldwide and in Hungary also play an important role in successful career building, whose members

help share experiences through lectures, discussions and events.

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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). Figures of fiscal 2025 of the Bosch Group in Hungary will be published on May 7, 2026. 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 413,000 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, digitalization, electrification, and artificial intelligence. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in hardware, 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 intelligent, user-friendly, and 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 500 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. 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 company 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.

Additional information is available online at www.bosch.hu, iot.boschblog.hu,
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