

Press release

Source:

https://boschmediaservice.hu/en/press_release/bosch_thecompanyruns_2026-491.html

06/15/2026

ID: 491

Bosch went for a run and won for the seventh time

Bosch takes first place in the Hungarian “The Company Runs” competition yet again

- Bosch takes first place for the seventh time in the annual “The Company Runs” (Fut a cég) competition out of more than 860 companies
- Bosch athletes covered nearly 21 thousand kilometers during the competition
- Victor Popa, Bosch: “The strength of the Bosch sports community, which grows year after year, multiplies all of our performance not only in sports, but also in our daily lives and in the innovative work we do here.”
- 5+1 tips for beginner runners from the Bosch sports community

According to [WHO](#) data, nearly one-third of adults worldwide do not get sufficient amounts of physical activity. Inactivity not only poses health risks but also has a significant impact on work: it increases stress and impairs performance. More and more companies are launching programs that help employees live healthier and more active lives. Workplace sports communities provide the extra motivation that can make exercise a regular habit in the long term.

The Company Runs: Bosch became Hungary’s sportiest company with 21 thousand kilometers covered

The 2000-member Bosch sports community in Budapest has been motivating employees to exercise regularly for 13 years through group workouts, countless programs and competitions – with exceptional results. For the seventh time, the members of the community won the title of the sportiest Hungarian company at the national “The Company Runs” competition, where participants could collect points not only by running, but by cycling, swimming and walking as well. The initiative launched by the Budapest Sports Office aims to strengthen workplace

Robert Bosch Kft.
1103 Budapest,
Gyömrői út 104.
www.bosch.hu/en

Press information:
Zita Hella Varga
PR Manager
Bosch Group in Hungary

E-mail: zitahella.varga@hu.bosch.com
Phone: +36 70 667 6374
www.boschmediaservice.hu/en

communities through sports and encourage participants to exercise regularly. More than 860 companies entered the popular competition this year. Bosch's amateur athletes covered nearly 21 thousand kilometers, securing the top spot on the podium and making the company the overall winner not only in the large company category but also in the entire field this year again.

How Bosch builds a sports-oriented corporate culture

"The Bosch sports community has proven that no challenge is unbeatable: it is indeed possible to push the boundaries year after year. The key to success, in addition to the love of movement, is the tremendous motivational force that inspires us all to achieve new goals," said Victor Popa, group manager for innovation at Robert Bosch Kft. and head of the Bosch sports community.

At the Bosch Group in Hungary, supporting the well-being of employees is an integral part of the company's strategy. The group actively supports a sporty lifestyle and offers employees a wide range of opportunities to exercise regularly at all of its domestic locations in Budapest, Hatvan, Miskolc, Miskolc, and Eger. These include corporate sports challenges, financing entry fees and tickets, organizing training sessions, providing equipment and renting sports facilities.

"Here, it doesn't matter what position you work in or where you are in your sports life. Some of us are battling to run the first few kilometers or exercise for a healthier everyday life, while others have a serious athletic background and multiple competition victories, setting an example for us all. It is precisely this diversity that has kept us together for 13 years. I am certain that the strength of the Bosch sports community, which grows year after year, multiplies all of our performance not only in sports, but also in our daily lives and in the innovative work we do here," emphasized Victor Popa.

5+1 tips for beginner runners from the Bosch sports community

Based on the experience of the Bosch sports community, running is one of the most accessible ways to get started on the path to a healthier lifestyle. Here are 5 helpful tips from the Bosch team for beginners who want to start regular exercise.

1. **Set realistic goals!** Do not plan to run a marathon right away: your first goal could be to run a few kilometers without stopping, once or twice a week.
2. **Progress gradually:** it takes time to improve. Do not chase quick results at all costs, strive to make running a success and avoid overexerting yourself.
3. **Choose the right shoes!** Running is the easiest sport to start, as it requires almost no equipment, but before you begin, be sure to invest in a pair of high-quality running shoes to avoid injuries.
4. **Pay attention to your body's signals:** rest and recovery are just as much a part of running as the workout itself. Do not ignore fatigue; take time to recharge!
5. **Enjoy the journey, not just the result!** Running is not just about the kilometers covered and improving your performance. Every workout is a step towards better endurance, greater self-confidence and a more balanced everyday

life.

+1: We can improve even faster in a community! Find running partners among your friends or even at work: a good sports community and shared workouts, competitions and goals help maintain motivation and push you to perform even better.

More information:

Zita Hella Varga

Phone: +36 70 667-6374

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 ten subsidiaries. In fiscal 2025 it had total net sales of 1.926 billion forints and consolidated sales to third parties on the Hungarian market of 303 billion forints. The Bosch Group in Hungary employs around 16,800 associates (as of December 31, 2025). 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,
www.bosch.com, www.iot.bosch.com, www.bosch-press.com.