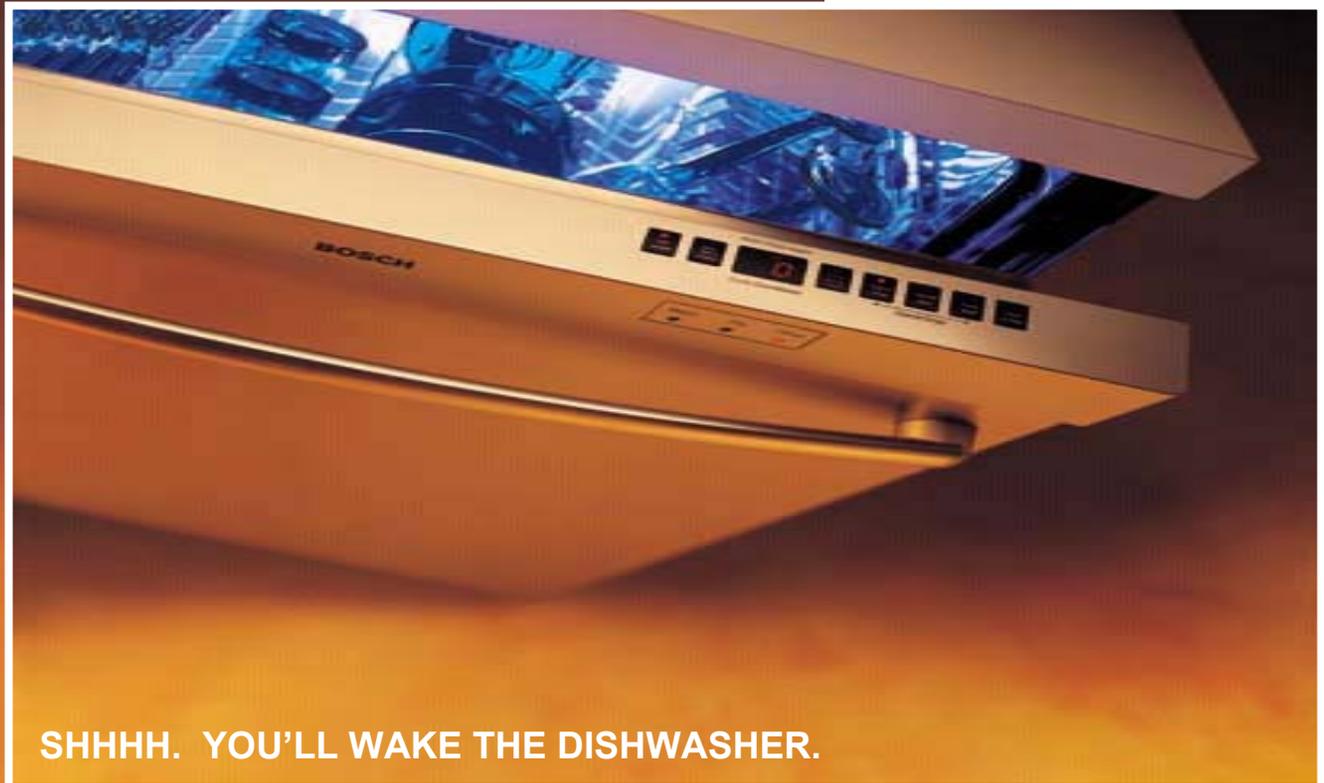
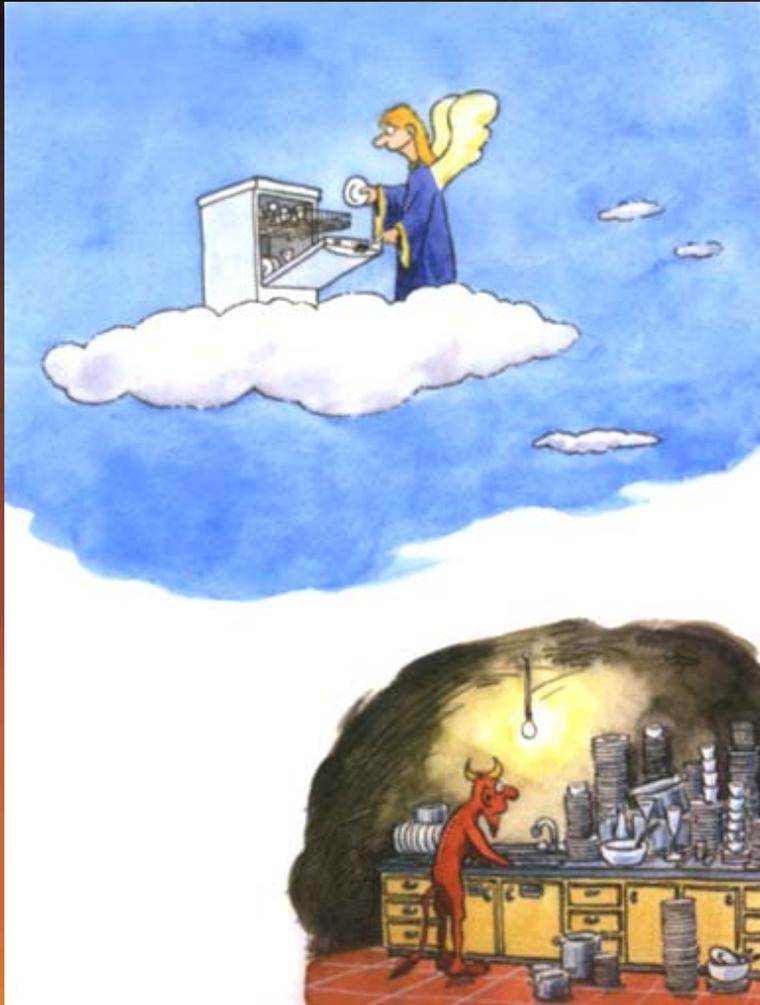


BOSCH

SH SERIES DISHWASHERS



BOSCH



GOALS

Introduce New Bosch Dishwasher Line

- Models
- Model nomenclature
- Feature benefits
- Steps between models
- Tools to help sell more effectively

★ Reach Comfort Level

Share Some Information About:

- Market / Industry
 - Bosch positioning
 - Competition
-

Have a Little Fun Along the Way

DISHWASHER INDUSTRY

Approximately 6 Million Dishwashers Sold

Percent of Dishwashers Sold in 2002: (millions in units)

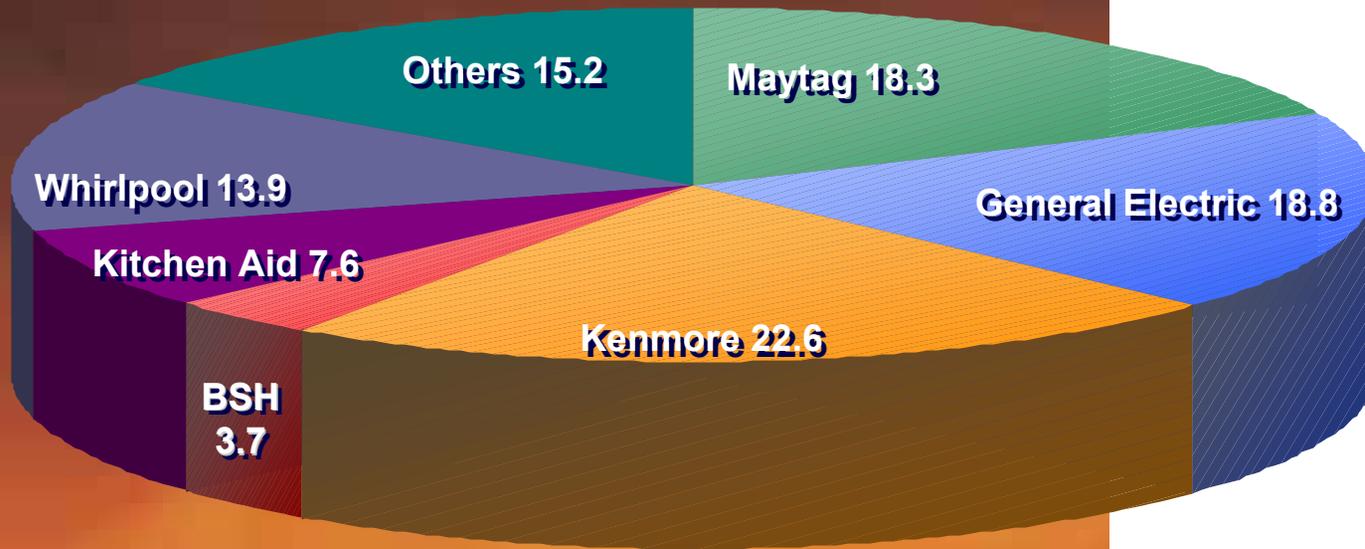


RPR= Regional Power Retailer/CB= Contractor or Builder

Source: AHAM; Appliance; McKinsey Analysis; IMR,6/02

2002 DISHWASHER INDUSTRY USA

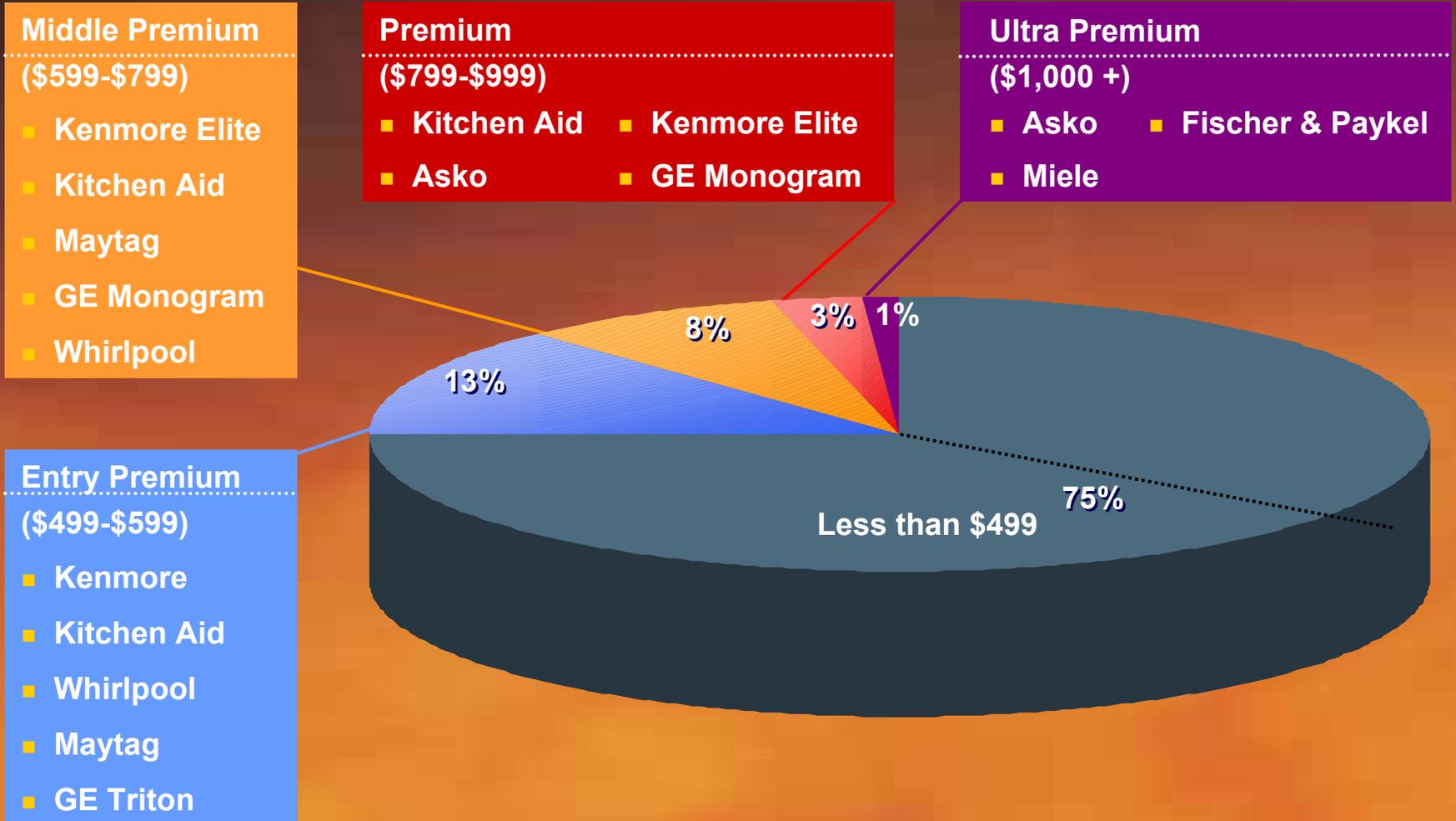
Approximate Market Share



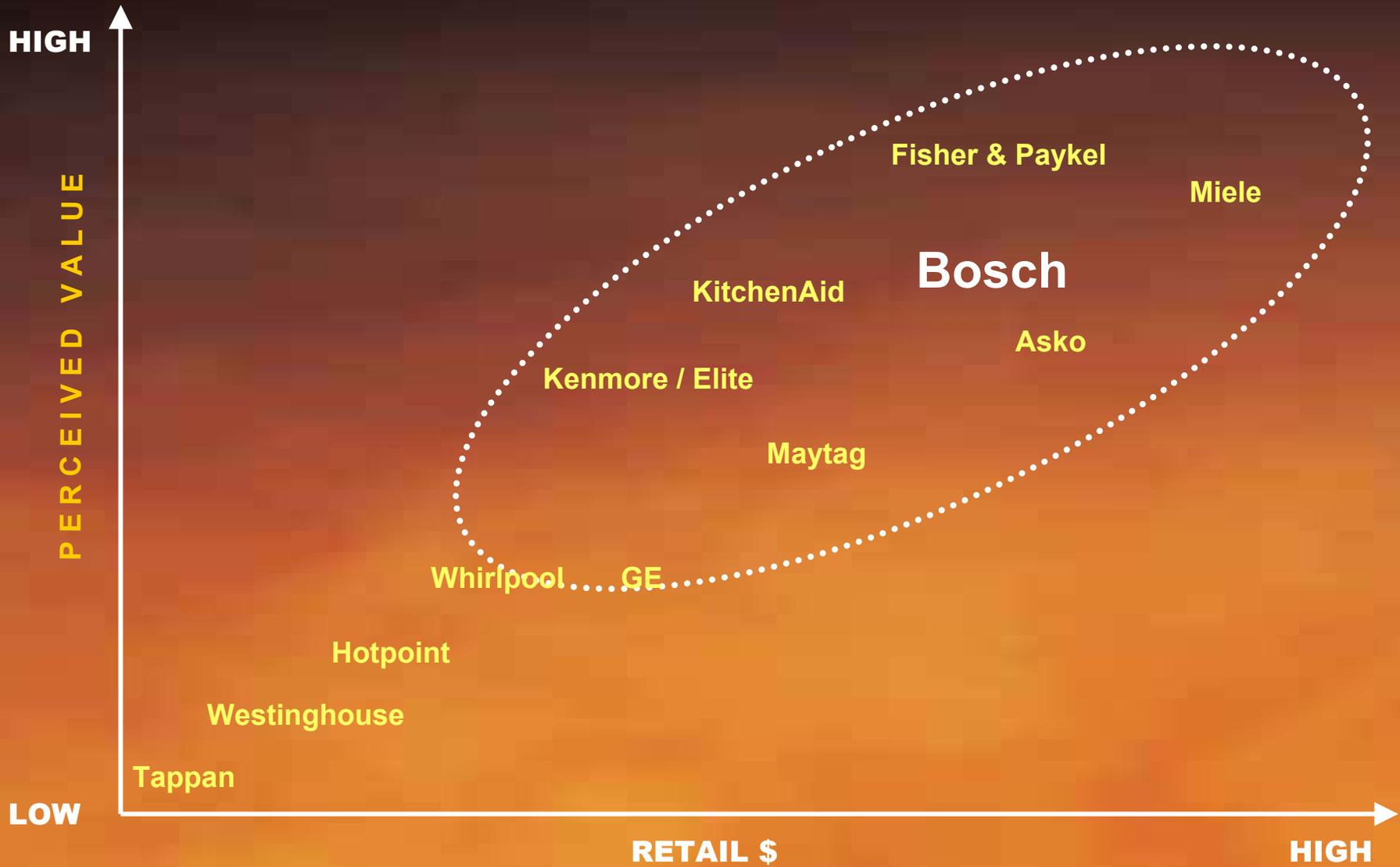
..... Bosch, Thermador, Gaggenau

BSH OPPORTUNITY SEGMENTS

2002 by Core Competition



DISHWASHER HIERARCHY



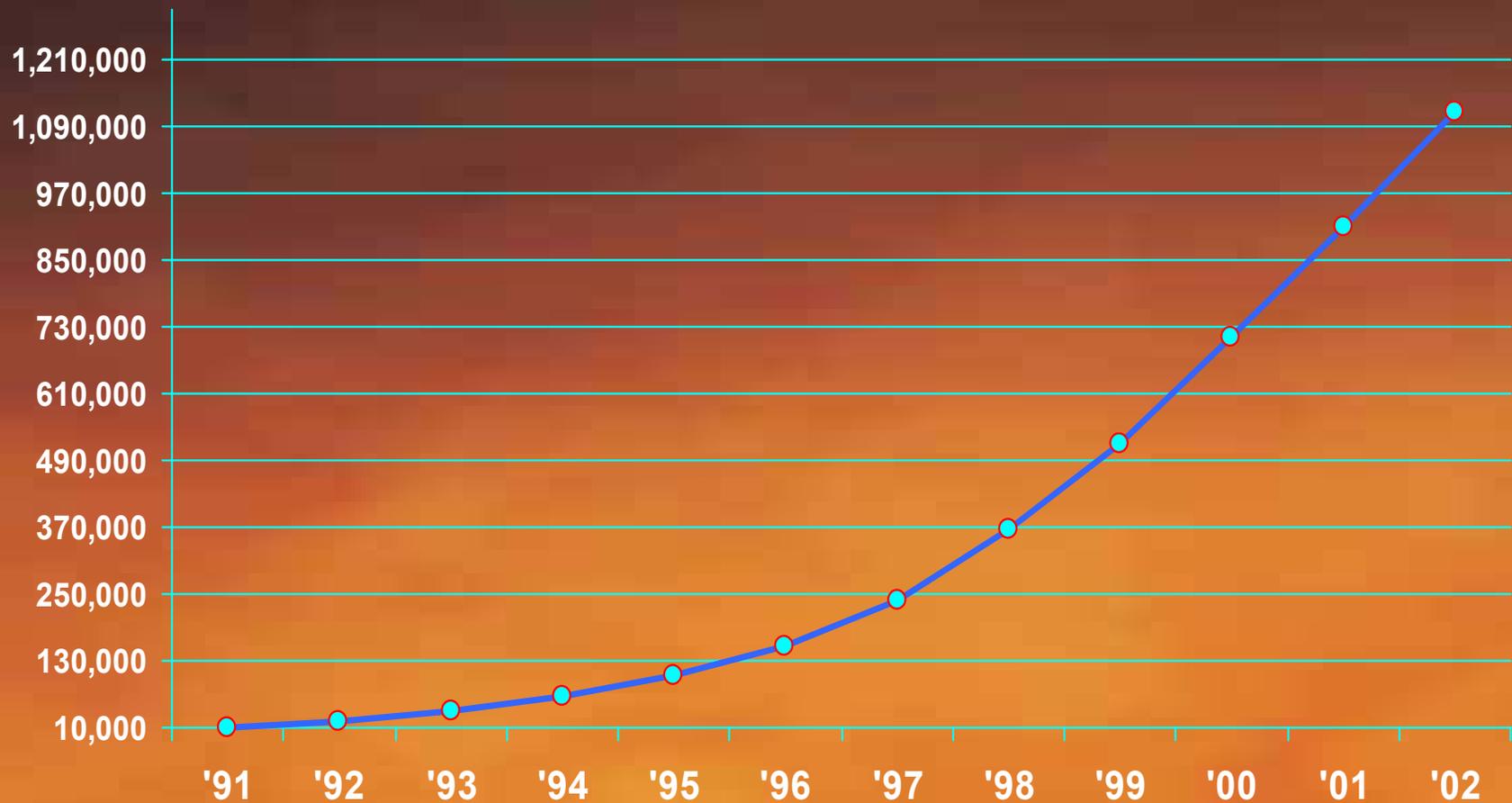
BOSCH US DISHWASHER HISTORY



NORTH AMERICAN DISHWASHER GROWTH

1 Million Shipped in September 2002

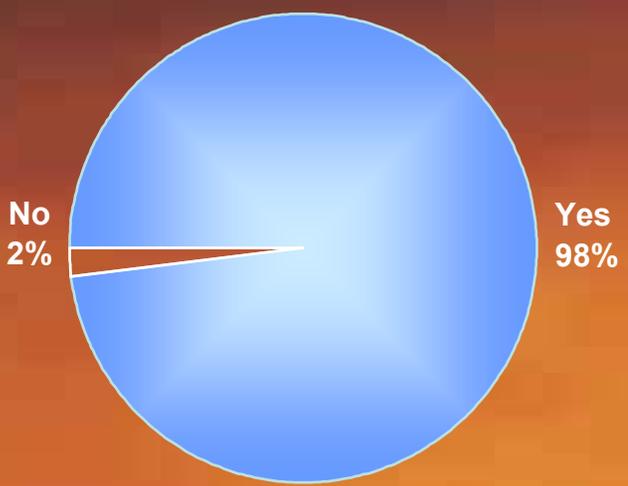
Cumulative Sales



CUSTOMER SATISFACTION

If Given the Opportunity, Would You Purchase a Bosch Dishwasher Again? Why?

Would Purchase Bosch Again
Base: Total Respondents



Reasons People would Purchase Bosch Again
Base: Would Purchase Bosch Again



2003 OPPORTUNITY

Available Market Share 25% or 1.5 Million Dishwashers



- Launch a Solid Lineup in All Premium Segments > \$499
- Grow Market Share

WHY CHANGE?

“If It Ain’t Broke, Don’t Fix It”

Not True

- Leaders keep pushing
- What’s good today isn’t always good enough tomorrow
- What are we doing . . .

GOALS FOR THE NEW LINE

- Demonstrate our leadership in dishwashers through new and innovative products & features
- Push the envelope in the Ultra Premium Segment (\$1,000 +)
- Strengthen products at all the price segments
- Make it easier to sell
 - Four main designs
 - Feature packages
 - Recognizable price steps

MODELS TODAY AND TOMORROW

Category	Models Offered Today	Models in New Line	Average Retail Targets*
Entry Premium Under \$599	12	5	\$ 499-\$529
			\$ 549-\$599
Mid Premium \$600 - \$799	14	10	\$ 629-669
			\$ 679-\$719
			\$ 729-\$769
			\$ 779-\$819
Premium \$800 - \$999	8	9	\$ 829-\$869
			\$ 879-\$919
			\$ 929-\$969
			\$ 879-\$1019
Ultra Premium \$1,000 +	3	9	\$ 1,079-\$1119
			\$ 1,129-\$1169
			\$ 1,179-\$1219
			\$ 1,379-\$1419
			\$ 1,479-\$1519
Total	37	33	

* Estimated

DISHWASHER TRAINING OBJECTIVES

- Present the 5 Key Characteristics
- New Product Nomenclature
- Product Unveiling & Walk Through

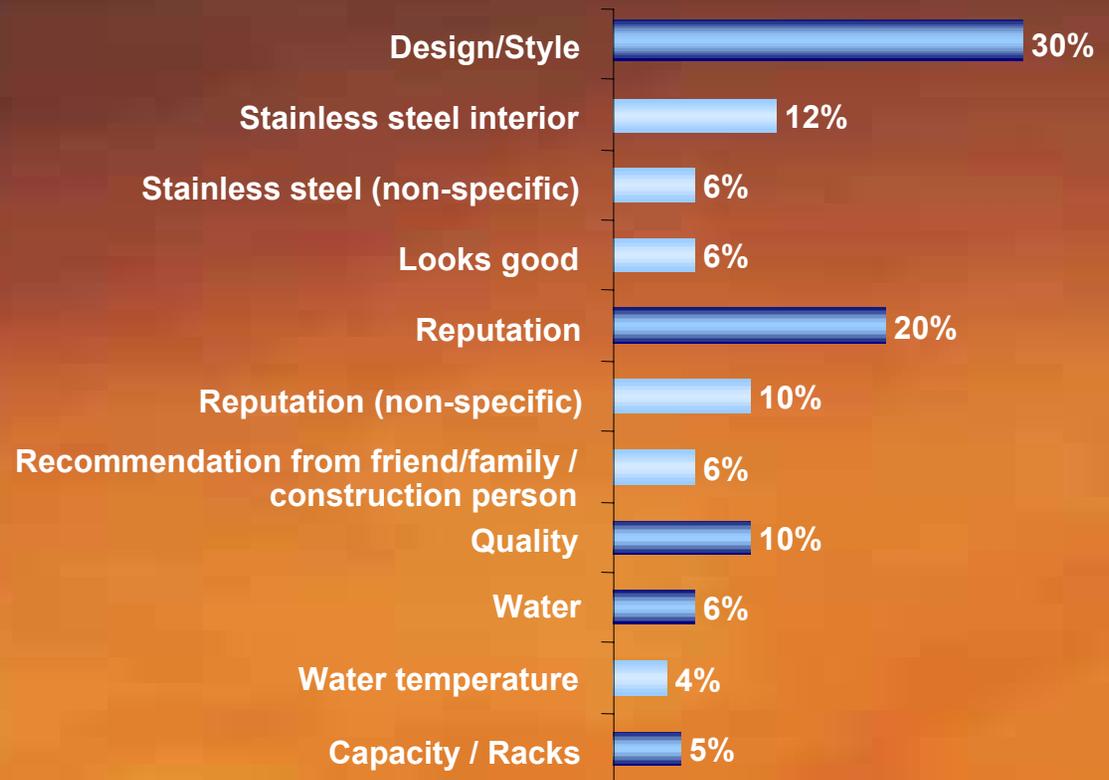
BOSCH FEATURE FOCUS

Bosch Focuses on Five Key Features

- Style
- Quiet Operation
- Wash Performance
- Efficiency
- Convenience

BOSCH STYLE AND REPUTATION INFLUENCE THE PURCHASE DECISION

Which Feature Most Influenced your Decision to Purchase a Bosch Dishwasher ?
Bosch Feature that Most Influenced Purchase Decision



FEATURE FOCUS - DESIGN & QUALITY

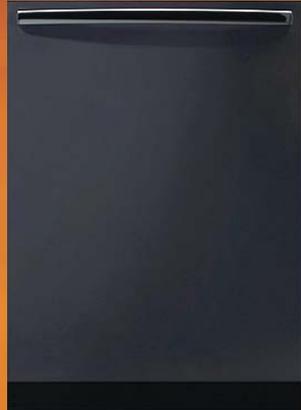
Integra Limited™



Integrated Design



Integra Design™

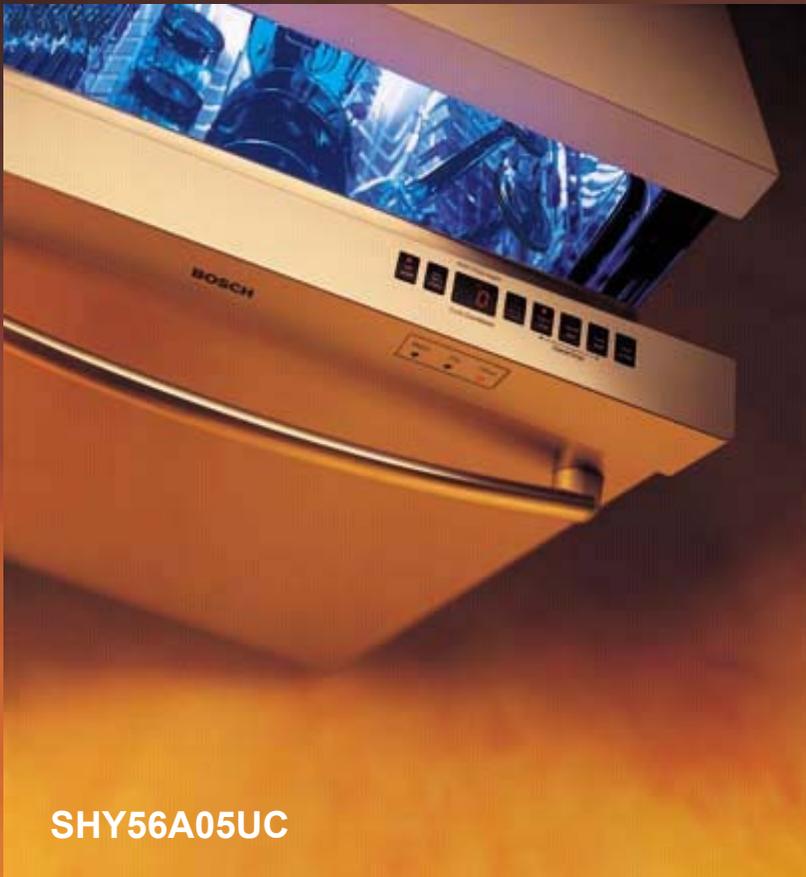


Distinctive Design™



FEATURE FOCUS - DESIGN & QUALITY

Integra Limited™ Design



SHY56A05UC

- Sophisticated
- Concealed controls
- Full length door
- Easy- to-read display

FEATURE FOCUS - DESIGN & QUALITY

Integrated Design

Fully Integrated

- Accommodates full 3/4" custom panel to match kitchen cabinetry
- Features concealed controls



Semi-Integrated

- Accommodates lower 3/4" custom panel to match kitchen cabinetry
- Features 6" control panel



FEATURE FOCUS - DESIGN & QUALITY

Integra Design™



- Clean and understated
- First in its class with concealed controls
- Full length door
- No front display

FEATURE FOCUS - DESIGN & QUALITY

Distinctive Design™



- Perfect introduction to the Bosch family of dishwashers
- Ergonomically designed control panel
- Contemporary one piece door

BOSCH FEATURE FOCUS

Bosch Focuses on Five Key Features

- **Style**
- **Quiet Operation**
- **Wash Performance**
- **Efficiency**
- **Convenience**

FEATURE FOCUS - QUIET OPERATION

Dishwashers Should Be Seen But Not Heard !



Sound in Nature = 46 dBs



Bosch SHY66C Dishwasher = 46 dBs



Telephone = 66 dBs



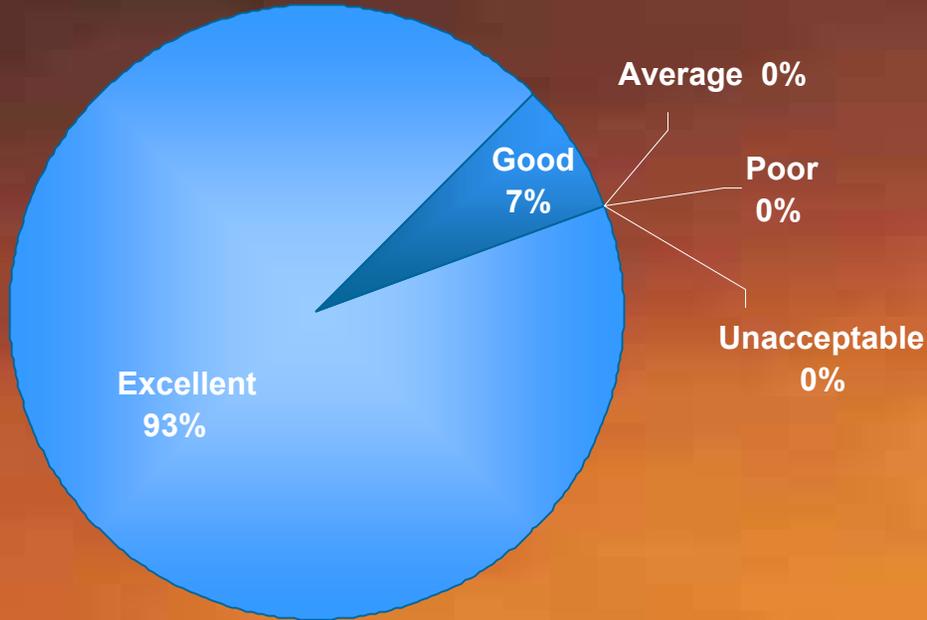
Average Dishwasher = 55-70 dBs *

Note: With an Increase of 3 Decibels, the Sound Intensity Doubles.

* www.lhh.org/noise/decibel.htm

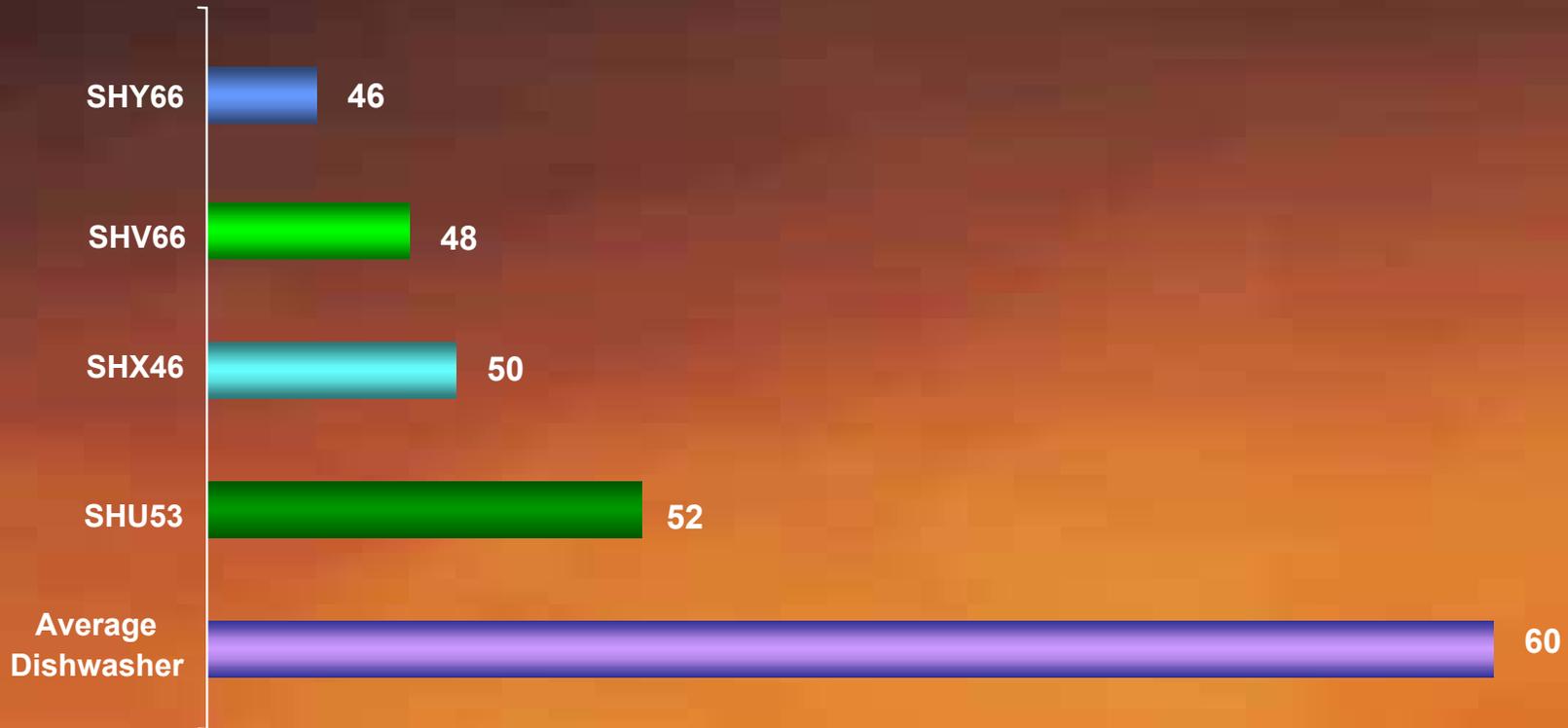
FEATURE FOCUS - QUIET OPERATION

How Would You Rate the Quietness of Your Bosch Dishwasher ?



FEATURE FOCUS - QUIET OPERATION

The Bosch Dishwasher is so Quiet, you have to Touch it to Know if it is Running!



Note: With an Increase of 20 Decibels, the Sound is 100 Times Louder.
Chart not to Scale.

FEATURE FOCUS - QUIET OPERATION

Bosch's Quiet Operation is Achieved by 3 Components

- Bosch Suspension Motor™ System*
- Solid Plastic Base *
 - High Impact molded plastic
- Insulation Package

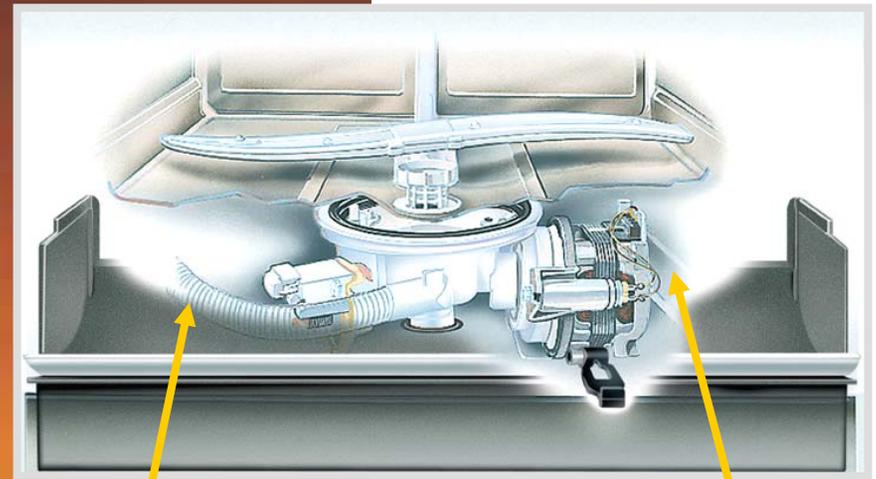
* Core Features

FEATURE FOCUS - QUIET OPERATION

Bosch Suspension Motor™ System*

- 2 Pump System
 - Smaller pumps create less noise
- Motor suspended in rubber hammock
- Housed in a solid plastic base
 - Contains noise

2 Pump System



1/8 HP Drain Pump

1/4 HP Circulation Pump

* Core Feature

FEATURE FOCUS - QUIET OPERATION

Insulation Packages Have One or More of the Following Noise Absorbing Layers

1. Bituminous Layer
 - Heavy duty baked on layer
2. Cotton Padding
 - 1/2" thick
3. Side panels
 - Full side panels
 - Reduced side panels



FEATURE FOCUS - QUIET OPERATION

Each Dishwasher has a Distinct AVS™ Silence Rating

AVS™ = Anti - Vibration System

NEW

Insulation Package	AVS ¹	AVS ²	AVS ³
Silence Rating	54-56 dBs	52dB	46-50 dBs
Bituminous Layer	YES	YES	YES
Cotton Padding	NO	YES	YES
Side Panels	REDUCED	REDUCED	FULL

BOSCH FEATURE FOCUS

Bosch Focuses on Five Key Features

- Style
- Quiet Operation
- Wash Performance
- Efficiency
- Convenience

FEATURE FOCUS - WASH PERFORMANCE

Wash Performance is Determined by 4 Elements

To Achieve the Bull's Eye These Four Elements Must be Optimized

- Water consumption
- Water temperature / energy used
- Cycle time
- Detergent



FEATURE FOCUS - WASH PERFORMANCE

NEW

With Wash Performance in Mind, Bosch has Three Wash Systems to Choose From:

- Sensotronic™
- Exact Wash™
- Apexx™

FEATURE FOCUS - WASH PERFORMANCE

NEW

Exact Wash™

Utilizes Sensotronic™ Plus Flow-Control™

Flow -Control™

- Bosch Exclusive
- Using the 4-level wash system, Flow-Control™ directs the water in the following way:
 - Both spray arms simultaneously
 - Both spray arms alternately
 - Only the top spray arm
 - Only the bottom spray arm
- Saves water and energy

Flow-Control™



FEATURE FOCUS - WASH PERFORMANCE

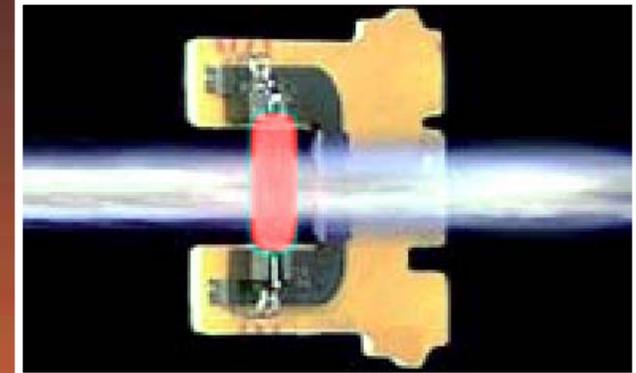
Apexx™

Utilizes Flow-Control™ Plus Sensotronic²™

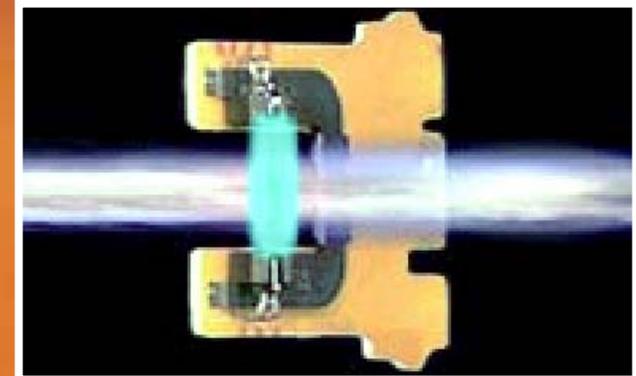
Sensotronic²™

- Senses up to three times
 - Red light sensor
 - Green light sensor (calibrated for finer particles)
- Adjusts
 - Water consumption
 - Wash cycle time
 - Water temperatures

The Bosch Exclusive Wash System



Red Light Sensor



Green Light Sensor

FEATURE FOCUS - WASH PERFORMANCE

	Special Features TM	Benefit	Notes
Sensotronic TM	Sensotronic TM	<ul style="list-style-type: none"> ■ Senses soil level ■ Saves time / energy water ■ Doesn't increases consumption 	<ul style="list-style-type: none"> ■ Rated Number 1, 2 by consumer reports
Exact Wash TM	Sensotronic TM Flow-Control TM	<ul style="list-style-type: none"> ■ Same benefits as above plus ■ Flow-Control TM uses less water and energy 	<ul style="list-style-type: none"> ■ Flow -Control TM exclusive to Bosch
Apexx TM	Sensotronic ² TM Flow-Control TM	<ul style="list-style-type: none"> ■ 2 soil sensors (red and green) ■ Adjusts time and temperature ■ Maximum savings of water, energy and time 	<ul style="list-style-type: none"> ■ Exclusive to Bosch

FEATURE FOCUS - WASH PERFORMANCE

- Water passes through the stainless steel chamber
- Water is heated up to 161 °F
- Heating method is faster and uses less energy



Flow - Through Heater™

*Core Feature

FEATURE FOCUS - WASH PERFORMANCE

How Dishwashers Heat the Water

Exposed Heating Element

- Inefficient heating method
- Decreases usable space
- Burns or melts utensils
(Not recommended for plastic)



Most Brands

VS.

Flow - Through Heater

- Efficient heating method
- Increases usable loading space - 2”!
- Safe for all materials
- Introduced in 1997



Bosch Brand

FEATURE FOCUS - WASH PERFORMANCE

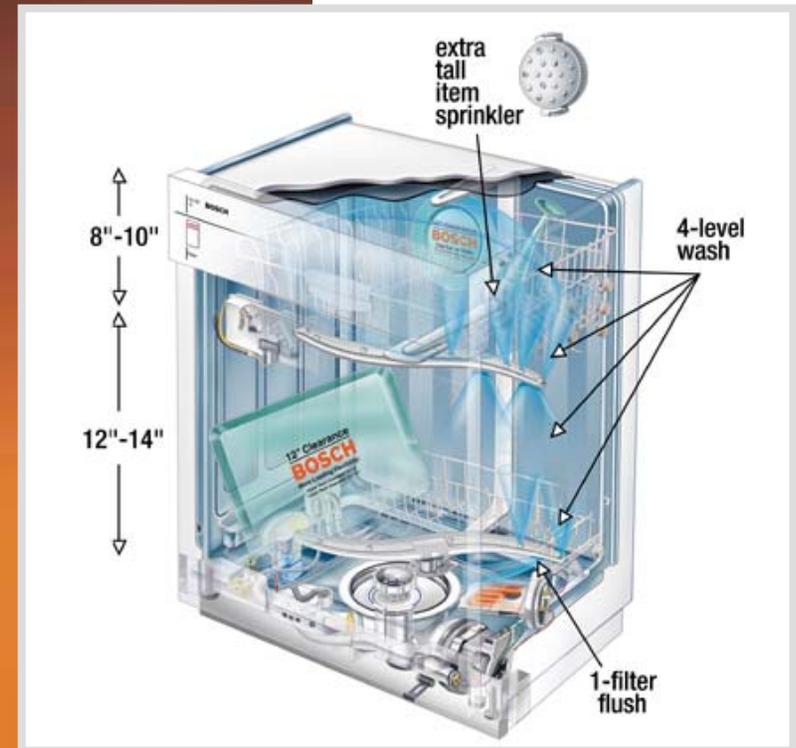
- Residential NSF
(National Sanitization Foundation)
- Certifies wash programs to sanitize dishes, rather than just clean dishes
- All models (specific cycles) are certified to sanitized
- Without having to push extra buttons



FEATURE FOCUS - WASH PERFORMANCE

Complete Water Distribution

- **Four Wash Levels ***
 - Dome spray
 - Middle arm sprays above and below
 - Bottom arm sprays above
- **One Filter Flush ***
 - Bottom arm also sprays food particles into the filter



FEATURE FOCUS - WASH PERFORMANCE

100% Water Filtration

- Triple Filtration System *
 - Three different filter sizes traps all food particles from large to tiny
 - Prevents foreign objects from damaging the two pump system
 - Easy to remove and clean

Fourth filter on select models

NEW



Triple Filter

* Core Feature

FEATURE FOCUS - WASH PERFORMANCE

How the Triple Filtration System Works

- 100% of the water is continuously moved through the filter system
- It prevents food particles from going back into the wash cycle
- It is easily accessible



Fine Filter



Micro-Fine Filter

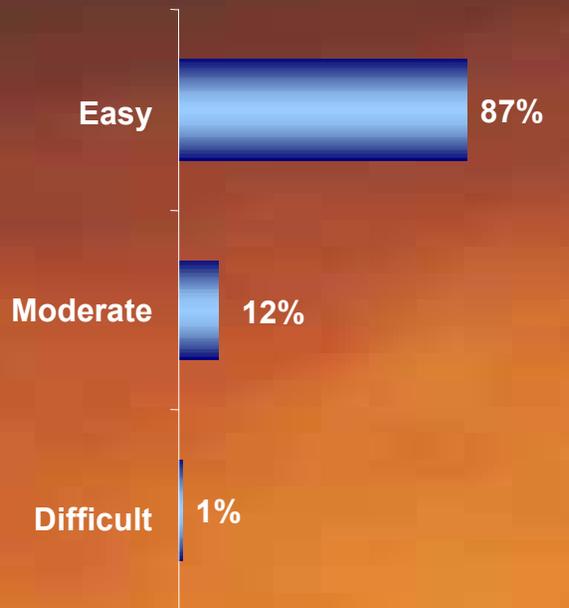


Large Object Trap

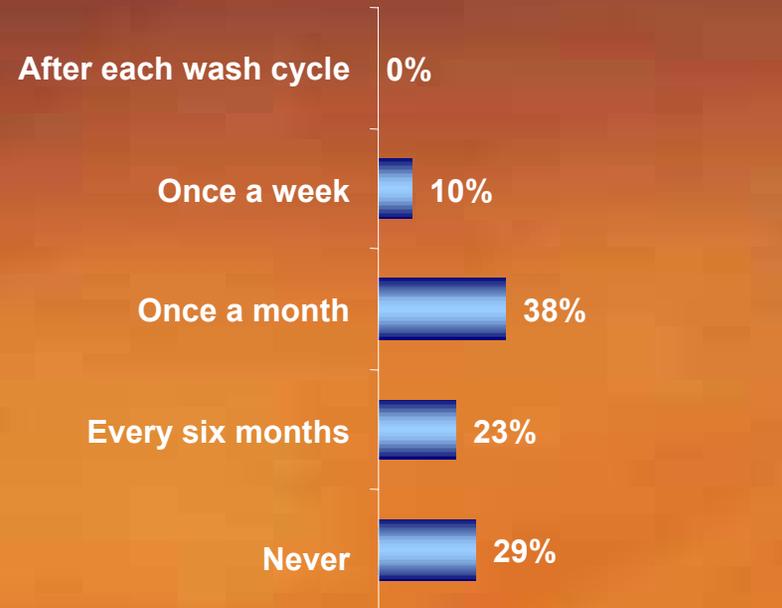
FILTRATION SYSTEM

The unique, Bosch filtration system is not a problem for users, with nearly 9 in 10 rating the filter system as easy to maintain. A majority of users remove the filter every six months or never remove it

How rate maintenance of filter system
Base: total respondents



How often remove filter for cleaning
Base: total respondents



FEATURE FOCUS - WASH PERFORMANCE

Drying the Dishes - Condensation Drying *

- Unique to Bosch
- Dries dishes without an exposed heating element
- Uses less energy - saves money
- Safer - does not vent steam into the kitchen, saving little fingers and cabinets



* Core Feature

FEATURE FOCUS - WASH PERFORMANCE

How Condensation Drying * Works

Hot Shower 101

- Hot shower = fogged mirror
- Why? Steam attracted to cold surfaces
- High temperature final rinse, up to 161° F
 - Heat absorbed by dishes
- Stainless steel cools quickly
 - Draws the heat
 - Steam Condenses to water
 - Water drained out
 - Water evaporates



**Condensation Port is
Located on the Sidewall**

*Core Feature

BOSCH FEATURE FOCUS

Bosch Focuses on Five Key Features

- Style
- Quiet Operation
- Wash Performance
- Efficiency
- Convenience



FEATURE FOCUS - EFFICIENCY

**Bosch Dishwashers Combine Powerful
Performance with Energy Efficiency**

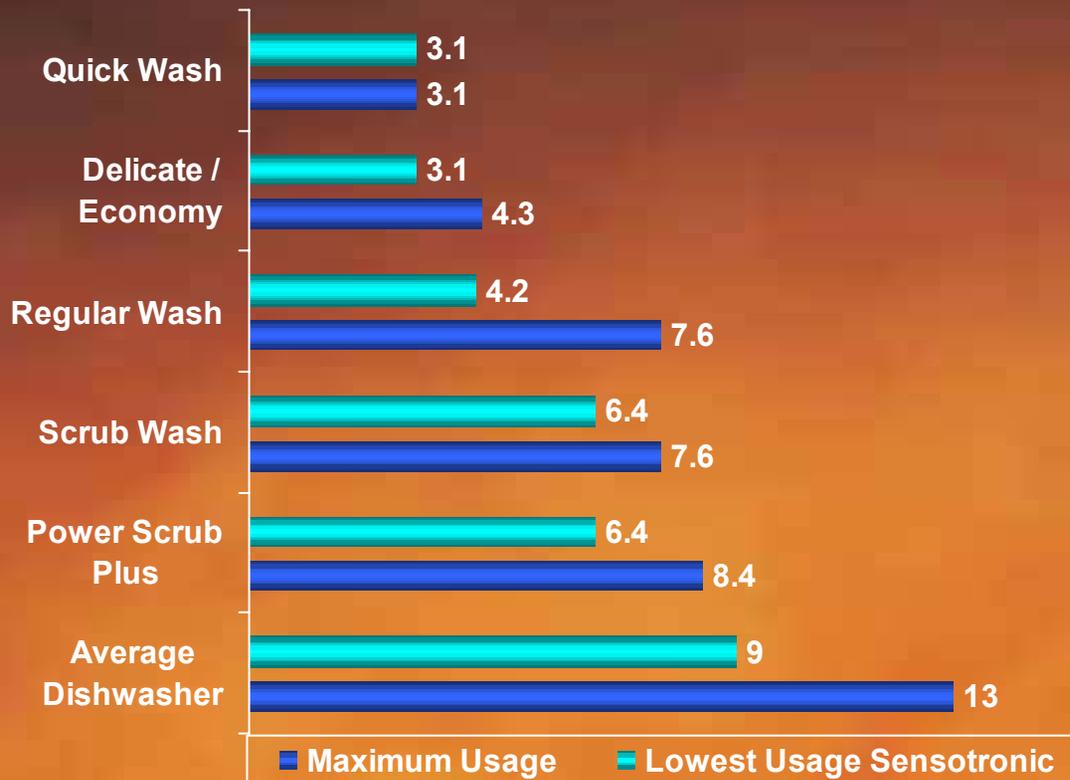
Bosch Dishwashers Save Valuable:

- Water
- Electricity
- Time

FEATURE FOCUS - EFFICIENCY

Water Savings

- Lower water usage compared to average dishwashers
 - Saving on water cost, up to \$100 / year



- Bosch's maximum usage is the average dishwashers minimum usage!
- Top rack only
 - Saves up to 30% water

FEATURE FOCUS - EFFICIENCY

Water Savings

Top Rack Only™ Option

Top Rack only Provides

- Flexibility to wash a smaller load
- Only dishes in the top rack are washed
- Adjustable top rack (8-10" height) allows for more than glasses to be washed
- Reduces water usage up to 30%

How it Works

- Water is directed to the top rack only

Option Available in Select Models

- Any wash program can be selected for top rack only (Regular Wash, Delicate / Economy Wash, etc.)



FEATURE FOCUS - EFFICIENCY

NEW



Energy Saving

All Bosch Dishwashers are Energy Star Compliant

- **Energy Star Compliant Means:**
 - Identified by the U.S. Department of Energy
 - Awarded to the most energy efficient appliances
 - Saving electricity costs annually of Energy
 - **Many Utility companies offer money rebates for appliances with the Energy Star rating!**

FEATURE FOCUS - EFFICIENCY

Bosch Dishwasher Energy Guide


 Based on standard U.S. Government tests
ENERGYGUIDE
 Dishwasher
 Capacity: Standard
 Model(s) SHV 66A, SHX 56B
 SHY 56A, SHY 66C
 BOSCH

Compare the Energy Use of this Dishwasher with Others Before You Buy.

This Model Uses
420 kWh/year

Energy use (kWh/year) range of all similar models

Uses Least Energy 312	Uses Most Energy 573
---------------------------------	--------------------------------

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only standard size dishwashers are used in this scale.

Dishwashers using more energy cost more to operate. This model's estimated yearly operating cost is:

\$35	\$9
when used with an electric water heater	when used with a natural gas water heater

Based on five washloads a week and a 2002 U.S. Government national average cost of 8.28 cents per kWh for electricity and 65.6 cents per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.
Important: Removal of this label before consumer purchase is a violation of Federal law (42 U.S.C. 6302).

560204927 (8/210)

SECOND PRICE TAG FORMULA

$$\begin{aligned}
 &\$ \text{ Cost to Operate Unit from Energy Guide Label } \$ \underline{9} \text{ Per Year} \\
 &\quad \times \text{ Lifetime of Appliance } \underline{10} \text{ Years} \\
 &\text{Second Price } \$ \underline{90} \text{ or True Operating Cost of Unit}
 \end{aligned}$$

AVERAGE RETAIL	\$ 899
SECOND PRICE TAG	\$ 90
TRUE COST OF UNIT	\$ 989

FEATURE FOCUS - EFFICIENCY

Comparable KitchenAid at Identical Retail Price
 - is Actually \$140 Higher!

Based on standard U.S. Government tests

ENERGYGUIDE

Dishwasher
Capacity: Standard

KitchenAid
Models: KUD01-1 Series

Compare the Energy Use of this Dishwasher with Others Before You Buy.

This Model Uses **449**kWh/year



ENERGY STAR
A symbol of energy efficiency

Energy use (kWh/year) range of all similar models

Uses Least Energy 344	Uses Most Energy 699
---------------------------------	--------------------------------

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. Only standard size dishwashers are used in this scale.

Dishwashers using more energy cost more to operate. This model's estimated yearly operating cost is:

\$37	\$23
when used with an electric water heater	when used with a natural gas water heater

Based on five washloads a week and a 1997 U.S. Government national average cost of 8.31¢ per kWh for electricity and 61.2¢ per therm for natural gas. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Important: Removal of this label before consumer purchase violates the Federal Trade Commission's Appliance Labeling Rule (16 CFR Part 305). (Part No. 8531322)

SECOND PRICE TAG FORMULA

\$ Cost to Operate Unit from Energy Guide Label \$ 23 Per Year
 x Lifetime of Appliance 10 Years
 Second Price \$ 230 or True Operating Cost of Unit

AVERAGE RETAIL	\$ 899
SECOND PRICE TAG	\$ 230
TRUE COST OF UNIT	
	\$1,129

FEATURE FOCUS - EFFICIENCY

Saves Time - OptiMISER™ Option

OptiMISER™

- Saves time by reducing cycle time by 30%
 - Example: Regular Wash cycle = 108 min.
 - Example: Regular Wash OptiMISER™ = 81 min.
- OptiMISER™ reduces cycle time by 30%
- Saves 5% of energy cost
- Can be used with any wash cycle
 - Except Quick Wash and Rinse & Hold
- Achieves the same cleaning performance in less time
- Recommended for households that pre-rinse dishes before loading
 - 80% of US households pre-rinse!

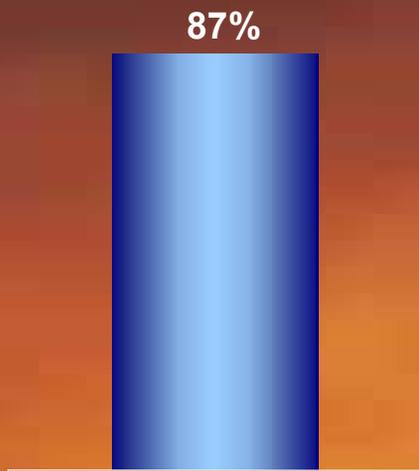
NEW Available on 7 models

* All Cycle Times Appropriate

FEATURE FOCUS - EFFICIENCY

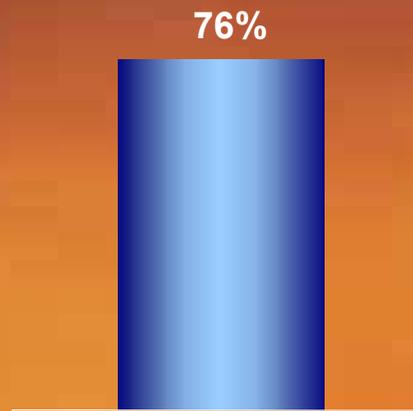
Scraping and Rinsing Dishes Before Putting them in the Dishwasher is a Regular Practice for Most

Scraped dishes before loading
Base: total respondents



Do you scrape your dishes before placing them in the dishwasher?

Rinse dishes before loading
Base: total respondents



Do you rinse your dishes before placing them in the dishwasher?

BOSCH FEATURE FOCUS

Bosch Focuses on Five Key Features

- Style
- Quiet Operation
- Wash Performance
- Efficiency
- Convenience

FEATURE FOCUS-CONVENIENCE

Convenience Loading Flexibility

Every load in the dishwasher is different ! Loading flexibility enables dishwasher to adapt to the load



Flexibility is achieved by:

- Stainless steel TallTub™
- Bottom rack only
 - Extra tall item sprinkler

NEW

- Rack packages
 - Upper rack packages
 - Lower rack packages

FEATURE FOCUS-CONVENIENCE

Stainless Steel TallTub™

- Introduced in 1997
- Total of 22" of useable space
- Height flexibility
 - Top Rack, 8-10" high
 - Bottom Rack, 12-14" high

Bottom Rack Only

- With extra tall item sprinkler * - up to 22"
 - Stockpots, platters, cookie sheets, pizza pans, etc.
 - Top rack must be removed



FEATURE FOCUS-CONVENIENCE

Bosch has Redesigned the Racks and the Rack Packages Exclusively for the North American Customer

Redesigned Racks Offer:

- More robust
- Better touch & feel
- Nylon coated
- Five year warranty
- Platinum color

FEATURE FOCUS-CONVENIENCE

Loading Flexibility - Rack Packages

NEW

Upper Rack

Lower Rack

Benefit

Notes

Standard

- Fixed Position
- Fixed Tines
- Extra Tall Item Sprinkler

- Fixed Tines
- Standard Silverware Basket w/cover

Mid

- Manual Adjustability
- 2 Half Flip-down Tine Rows
- 2 Cup Shelves

- 4 Half Flip-down Tine Rows
- Flexible Silverware Basket w/cover
- Taller Rack

Premium

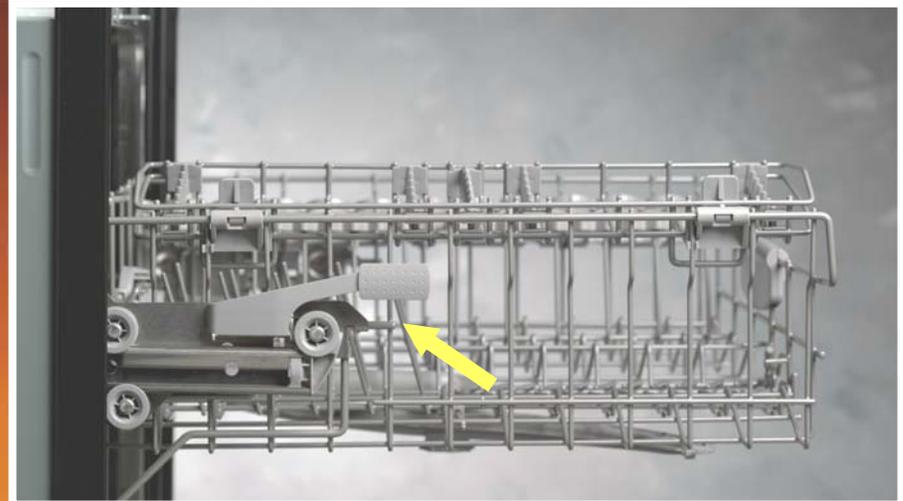
- Automatic Adjustability (RackMatic)
- 4 Half Flip-down Tine Rows
- 2 Cup Shelves

- Lower Rack Mezzanine
- Flexible Silverware Basket w/cover
- 8 Half Flip-Down Tine Rows

FEATURE FOCUS-CONVENIENCE

Loading Flexibility

- Raise or lower top rack without removing rack
- Can adjust rack when fully loaded with dishes
- Simply push in on side handles and lift up or down
- Available on premium upper rack packages only
- Available on 7 models (v. 1 today)



RackMatic™

FEATURE FOCUS-CONVENIENCE

The Deluxe Dispenser

NEW



- For rinse agent & detergent
- Two soap dispenser styles
 - Standard Dispenser
 - Can be filled w/ door open
 - Deluxe Dispenser
 - On selected models

FEATURE FOCUS-CONVENIENCE

Apexx™



What is Apexx™ ?

- “The Highest or Culminating Point”(Webster’s)
- The Best of the Best
 - Premium designs
 - Quiet operation - 46 & 47
 - Best wash system
 - Premium racks
 - Most advanced control

FEATURE FOCUS-CONVENIENCE

The Apexx™ Display - select models

- Easy to read - full text readout!
- Language Options
 - Choice of three: English, Spanish, and French
- Three Automatic Cycles
 - Auto Super Wash
 - Auto Wash
 - Auto Delicate Wash
- Three Optional Cycles
 - Extreme wash for an extreme load
 - Glass Care
 - Enviro Wash for high efficiency



REVIEW BOSCH CORE FEATURES

Standard on ALL Bosch Dishwashers

Stainless Steel TallTub

Flow-through Heater

Extra Tall Item Sprinkler

Nylon Coated Racks

Sensotronic™

Electronic Controls

NEW



Four-Level Wash

Two Pump Motor System

Triple Filtration System

Flow-Through Heater

Condensation Drying

Suspension Motor

Solid Plastic Base



AVAILABLE ACCESSORIES

Glass Rack Insert



Door Accessories



Knife Rack



SGZ

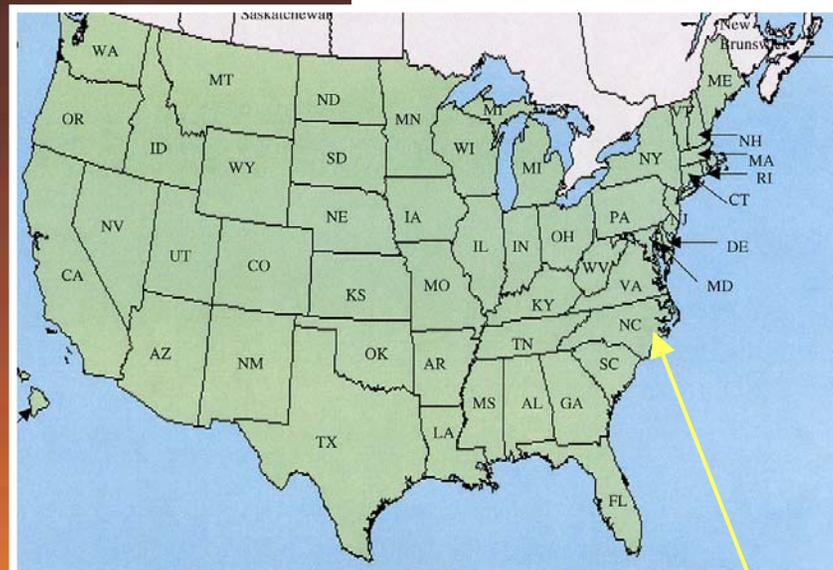


See brochure for complete list

BOSCH WARRANTY

- **Manufactured in North America**
 - New Bern, North Carolina
- **Full 1 year on parts and labor**
- **2 years on parts**
- **5 years on all electronic components (parts only)**
- **5 years on all racks (parts only)**
- **Limited lifetime warranty against rust-through on stainless steel tub**

New Bern, North Carolina



Bosch Customer Service

800.944.2904

MODEL NUMBER KEY

S H Y 9 9 A 0 5

Options for
Special Variants

Color

6 = Black

2 = White

7 = Biscuit

5 = Stainless Steel

3 = Fully Integrated

Controls

3 = Electronic

6 = Options

9 = Apexx™

S = Dishwasher

H = High Version

Number of Wash Cycles

Design Type

U = Distinctive

X = Integra

Y = Integra Limited

V = Fully Integrated

I = Semi-Integrated

PRODUCT LINE

Integra Limited™ Design



INTEGRA LIMITED™ DESIGN

Model: SHY99A00UC
Replaces: New
Colors: Black, White, Stainless Steel
Est. Retail \$1379-\$1419*

*Black Model

Cycles: 9
Options: 1(OptiMISER™)
Delay Start: 24 hours
Insulation : AVS³ - 47dB Silence Rating
Wash Performance: Apexx™
Upper Rack: Premium
Lower Rack: Premium
3 Auto Cycles
3 Specialty Cycles
French, Spanish, English - Full Text



INTEGRA LIMITED™ DESIGN

Model: SHY66C00UC
Replaces: New
Colors: Black, White, Stainless Steel
Est. Retail \$1079-\$1119*

*Black Model

Cycles: 6
Options: 2(OptiMISER™ /Top Rack Only™)
Delay Start: 19 hours
Insulation : AVS³ - 46dB Silence Rating
Wash Performance: Exact Wash™
Upper Rack: Premium
Lower Rack: Premium



INTEGRA LIMITED™ DESIGN

Model: SHY56A00UC
Replaces: SHU9950
Colors: Black, White, Stainless Steel
Est. Retail \$879-\$919*

*Black Model

Cycles: 5
Options: 1(OptiMISER™)
Delay Start: 19 hours
Insulation : AVS³ - 48 dB Silence Rating
Wash Performance: Exact Wash™
Upper Rack: Premium
Lower Rack: Mid



BOSCH

INTEGRATED DESIGN



FULLY- INTEGRATED DESIGN

Model: SHV99A03UC
Replaces: New
Colors:
Est. Retail \$1479-1519

Cycles: 9
Options: 1 (OptiMISER™)
Delay Start: 24 hours
Insulation : AVS³ - 47dB Silence Rating
Wash Performance: Apexx™
Upper Rack: Premium
Lower Rack: Premium
3 Auto Cycles
3 Specialty Cycles
French, Spanish, English - Full Text



FULLY- INTEGRATED DESIGN

Model:	SHV66A03UC	Cycles:	6
Replaces:	SHV6803	Options:	2 (OptiMISER™/ Top Rack Only™)
Colors:		Delay Start:	19 hours
Est, Retail	\$1179-\$1219	Insulation :	AVS³ - 47dB Silence Rating
		Wash Performance:	Exact Wash™
		Upper Rack:	Premium
		Lower Rack:	Premium



FULLY- INTEGRATED DESIGN**Model: SHV46C03UC****Replaces: SHV4303****Colors:****Est. Retail \$879-\$919****Cycles: 4****Options: 1(Top Rack Only™)****Delay Start: N/A****Insulation : AVS²- 52dB Silence Rating****Wash Performance: Sensotronic™****Upper Rack: Mid****Lower Rack: Mid**

SEMI - INTEGRATED DESIGN

Model:	SHI66A05UC	Cycles:	6
Replaces:	SHI6805	Options:	2(OptiMISER™/Top Rack Only™)
Colors:	Stainless Steel	Delay Start:	19 hours
Est. Retail	\$1129-\$1169	Insulation:	AVS³ - 48 dB Silence Rating
		Wash Performance:	Sensotronic™
		Upper Rack:	Premium
		Lower Rack:	Mid



BOSCH

INTEGRA DESIGN™



INTEGRA DESIGN™**Model: SHX46A00UC****Replaces: SHU9910****Colors: Black, White, Biscuit,
Stainless Steel****Est. Retail \$779-\$819******Black Model****Cycles: 4****Options: 1 (Top Rack Only™)****Delay Start: N/A****Insulation: AVS³ - 50dB Silence Rating****Wash Performance: Sensotronic™****Upper Rack: Mid****Lower Rack: Mid**

INTEGRA DESIGN™

Model: SHX33A00UC
Replaces: SHU3300
Colors: Black, White, Stainless Steel
Est. Retail \$629-\$669*

*Black Model

Cycles: 3
Options: 0
Delay Start: N/A
Insulation: AVS¹ - 54 dB Silence Rating
Wash Performance: Sensotronic™
Upper Rack: Standard
Lower Rack: Standard



BOSCH

DISTINCTIVE DESIGN™



EXPERIENCE BOSCH

DISTINCTIVE DESIGN™

Model: SHU66C00UC
Replaces: New
Colors: Black, White, Biscuit,
Stainless Steel
Est. Retail \$829-\$869*

*Black Model

Cycles: 6
Options: 2 (OptiMISER™ /Top Rack Only™)
Delay Start: 19 hours
Insulation: AVS³ - 48dB Silence Rating
Wash Performance: Sensotronic™
Upper Rack: Premium
Lower Rack: Mid



DISTINCTIVE DESIGN™

Model: SHU53A00UC
Replaces: SHU4300
Colors: Black, White, Stainless Steel
Est. Retail \$679-\$719*

*Black Model

Cycles: 5
Options: 0
Delay Start: 19 hours
Insulation: AVS² - 52 dB Silence Rating
Wash Performance: Sensotronic™
Upper Rack: Mid
Lower Rack: Standard



DISTINCTIVE DESIGN™

Model: SHU43C00UC
Replaces: SHU3300
Colors: Black, White, Biscuit,
Stainless Steel
Est. Retail \$549-\$599*

*Black Model

Cycles: 4
Options: 0
Delay Start: N/A
Insulation: AVS¹ - 54 dB Silence Rating
Wash Performance: Sensotronic™
Upper Rack: Mid
Lower Rack: Standard



DISTINCTIVE DESIGN™

Model: SHU33A00UC
Replaces: SHU3030
Colors: Black, White
Est. Retail \$499-\$549*

*Black Model

Cycles: 3
Options: 0
Delay Start: N/A
Insulation: AVS¹ - 56 dB Silence Rating
Wash Performance: Sensotronic™
Upper Rack: Standard
Lower Rack: Standard



STYLES

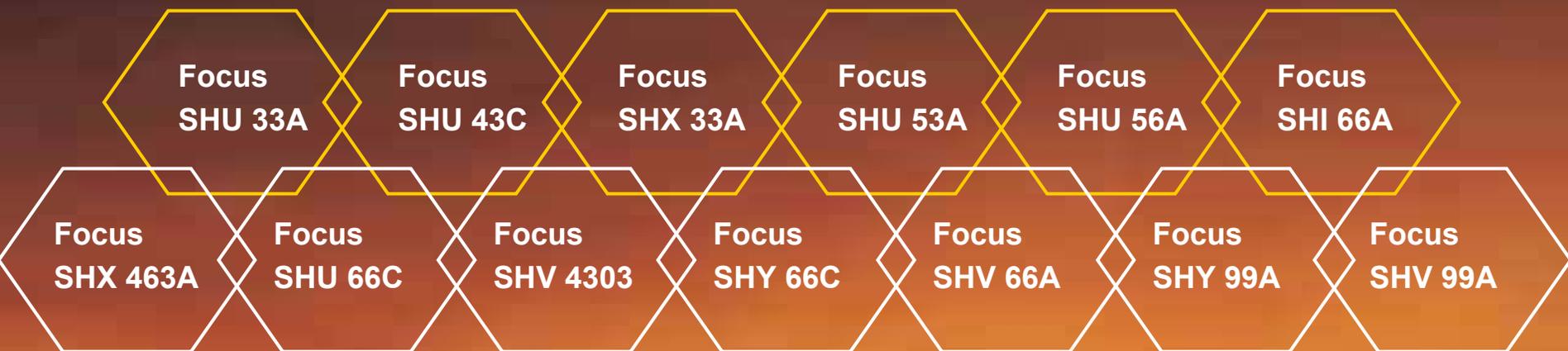
Design	Number of SKU's	Retail Range
Integra Limited	9	\$529 - \$949
Integrated (Fully & Semi)	4	\$649 - \$899
Integra	7	\$899 - \$1,499
Distinctive	13	\$899 - \$1,499
Total	33	\$529 - \$1,499

NOW WHAT ?

Get the Units to the Floor

IDEAL DEALER FLOOR DISPLAY

13 Bosch Dishwashers on Every Floor !



.....easier said than done.

REAL WORLD

Limited Floor Space

Competition

Challenge:

- What units provide the best results for you and your dealers ?

DEFINITION OF TERMS:

Specialty Model

- Unique applications

Focus Model

- The “go to” unit

Step Up Model

- More features, more \$ v. focus model

Fall Back Model

- Less features, less \$ v. focus model

Entry Model

- Less features, less \$ v. fall back model

Escape Model

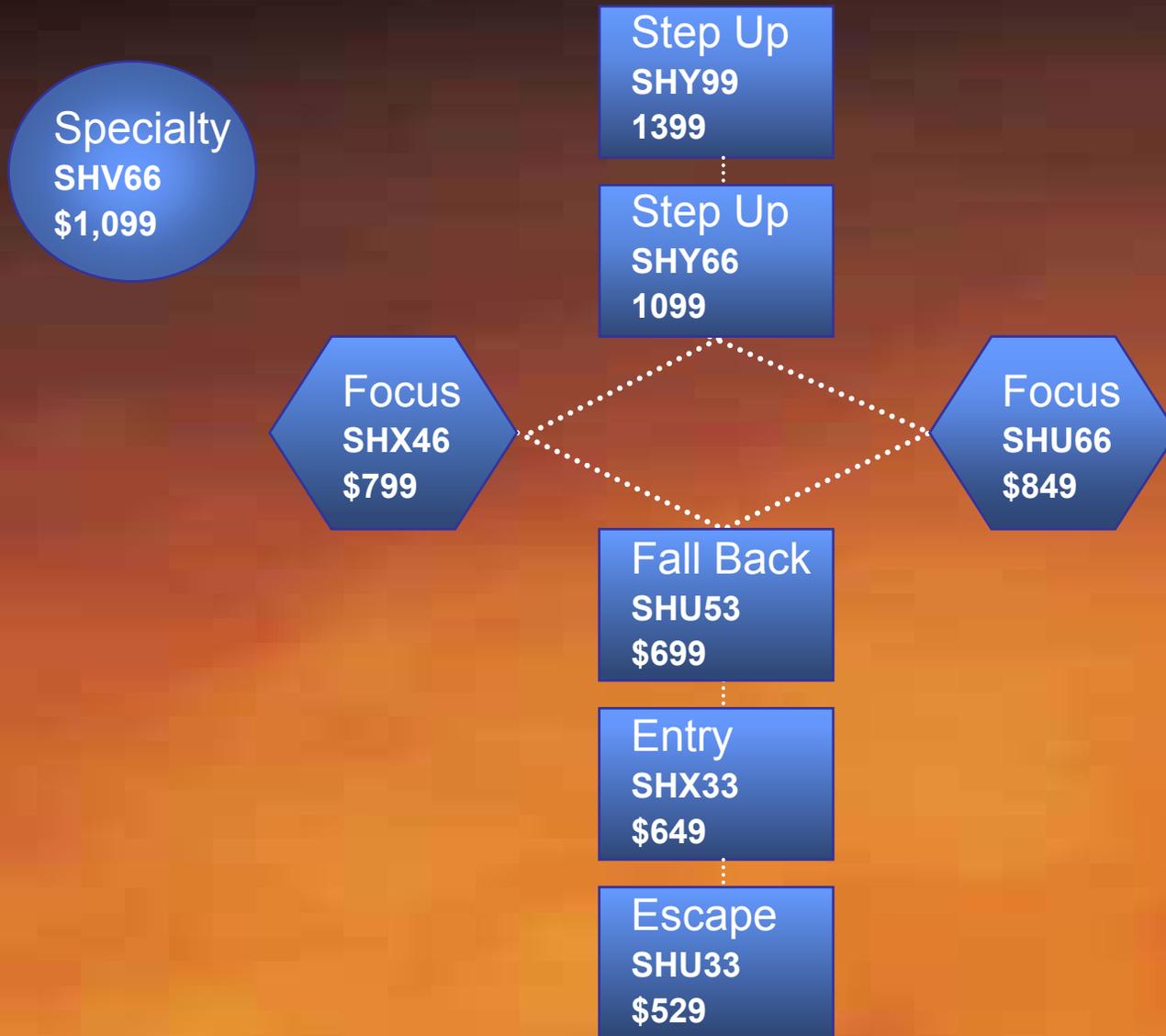
- Lowest featured & priced unit - save the sale !

SAMPLE DEALER

Scenario

- Upscale retailer has 38 dishwashers on display
- Because of their success with Bosch and their relationship with you, they agreed to give Bosch 7 spots vs. 6 last year. Plus 1 dishwasher for vignette
- What models do you recommend for display and why ?

POSSIBLE SOLUTION



FLOOR DISPLAY WORKSHOP

- Breakout into 4 teams
- 3 unique scenarios
- Come up with floor plans - 20 minutes
- Present floor plans to group - 5 minutes

FLOOR DISPLAY WORKSHOP

- Use your knowledge and experience to guide your dealers
- No “right” answer
- Know the “right” solution for your dealer
- Varies by:
 - Dealer
 - Market
 - Competitive situation

FLOOR DISPLAY WORKSHOP

Scenario 1

- New retailer
- Will put 3 units on floor (15 total)
- Most expensive dishwasher on floor is \$799

FLOOR DISPLAY WORKSHOP

Scenario 2

- Kitchen and bath dealer
- Will put 4 units on floor
- Wants to show the variety of Bosch designs

FLOOR DISPLAY WORKSHOP

Scenario 3

- Mid- level TV and appliance dealer
- Will put 5 units on the floor (46 total)

NOW WHAT ?

Make the Units Come Alive

- Live demo

- Single best way to demonstrate Bosch is the quietest

- Models for live demonstration
 - SHU53A - 52 dB's
 - SHU66C - 48 dB's
 - SHI66C - 48 dB's
 - SHY56A- 48 dB's
 - SHY66C - 46 dB's
 - SHV66A - 47 dB's

LIVE DEMO INSTRUCTIONS

Changing Sales Demo Mode for SHY 56A

SHY 56A models are easily changed into and out of sales demo mode by using push-buttons on the top of the door (and by disconnecting / reconnecting the drain pump from the front of the dishwasher). Please follow these instructions when changing SHY 56A models into and out of sales demo mode.

SHY 56A

Sales demo code ("3")



Press to scroll through codes

Press & hold buttons below while turning dishwasher on

NEW COMPETITIVE COMPARISON

KitchenAid (Design your own Dishwasher)

- Very similar to current product
 - Reorganize the line
-

Maytag (3rd Rack)

- Unique
 - Space compromises
 - Plastic tub machine
-

Kenmore (Smart & Wash)

- Senses soil & load size?
- Based on water heating time

NEW MODELS ON WEBSITE (FEBRUARY 2003)

The screenshot shows the Bosch Appliances Home Page as viewed in Microsoft Internet Explorer. The browser's title bar reads "BOSCH Appliances Home Page - Microsoft Internet Explorer provided by BSH NewOffice". The address bar shows "http://boschappliances.com/". The website features the Bosch logo in red, a search bar with a "SEARCH" button, and a navigation menu with categories: DISHWASHERS, LAUNDRY, OVENS, COOKTOPS, VENTILATION, and SMALL APPLIANCES. A sidebar on the left lists links such as HOME, FIND A DEALER, REQUEST LITERATURE, CUSTOMER CARE, and others. The main content area includes a large image of a woman smiling next to a Bosch dishwasher, with the text "SHHH. YOU'LL WAKE THE DISHWASHER." Below this is a row of five small images representing different appliance models: a coffee maker, a toaster oven, a front-loading washing machine, a dryer, and a cooktop. The website footer displays "boschappliances.com" in yellow text on an orange background. The browser's status bar at the bottom shows "Internet".

Support Material

- Dishwasher displays
- Full Line Brochure
- Large C-Channels
- Mini C-Channels

AVAILABLE NOW !

BOSCH

Thank You
for Participating
in the BOSCH
Dishwasher Training

