

Bosch Extends MIC300 Series Scrappage Scheme

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Bosch Security Systems has extended, and expanded the extent of its MIC 300 scrappage scheme, which was due to finish on December 31st 2010 and will now run until March 31st 2011. Customers returning old MIC 300 series cameras are still eligible to receive a £500 financial incentive to upgrade to a new MIC model.

Users returning their MIC 300 Series cameras to Bosch Security will be eligible to use the £500 credit towards the price of a new MIC 500 Professional or MIC 400 series system, assuming the return is clearly a complete system and assessed as a genuine repair.

“Demand has been very high, but due to the current economic climate many customers asked us to extend the promotion to the end of the financial year. We are very happy to be able to do so,” explains Adam Breeze, Strategic Marketing Manager for Bosch Security Systems.

“The MIC 300 Scrappage Scheme has proved to be an outstanding success. We have also extended the scheme so that customers can use the credit against the recently launched MIC 500 Series Professional.”

Those looking to take advantage of the scrappage scheme should contact the Bosch Security Repairs and Returns Team on **01895 878 159**.

ENDS

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The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, some 283,500 associates generated sales of 47.3 billion euros in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal 2010. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Bosch spent some four billion euros for research and development in 2010, and applied for over 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

Bosch is celebrating its 125th anniversary in 2011. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as a “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 up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information can be accessed at www.bosch.com, www.bosch-press.com, and www.125.bosch.com.