



Travelling in Safety

Bosch Communication Center Oversees MICHELIN OnWay Customer Loyalty Program

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- ▶ A central international service number for MICHELIN OnWay members

Bosch Communication Center is the Michelin Group's new partner for contact management in the MICHELIN OnWay customer loyalty scheme for Germany, Switzerland and Austria. MICHELIN OnWay members can utilize the service free of charge if they get a flat tire or need directions. To request help from associates of the Business Process Outsourcing service provider, members just need to call a central international telephone number.

Prompt assistance through specially trained agents

As part of a six-week training program, the associates from Bosch Communication Center France were specially trained in MICHELIN OnWay processes in order to guarantee a high level of service quality in customer communication.

"The partnership between the two Groups, in connection with their similar industrial backgrounds as automotive suppliers, carries great potential for both companies," explains Niclas Bychowski, Director of Bosch Communication Center France. "On one side, we have the quality and the innovative strength of an international tire manufacturer. On the other side, Bosch Communication Center combines its expertise in the automotive sector with its experiences as a Business Process Outsourcing service provider. This creates a synergy, from which the members of the MICHELIN OnWay program can benefit directly."

The MICHELIN OnWay customer loyalty scheme

If customers in Germany, Switzerland and Austria purchase two or more Michelin summer/winter tires, they are eligible for MICHELIN OnWay

membership. This gives them access to the various services for two years free of charge. In the event of a flat tire, for example, the associates on the Bosch Communication Center hotline will arrange for help to arrive within the hour. If tires become damaged, members can take advantage of free tire repair, while membership additionally includes discount on the cost of new tires if they need replacing – 50 percent discount in the first year and 25 percent in the second year. The service package also contains free background information on routes, such as hotel or restaurant tips, or the location of the next gas station. MICHELIN OnWay members can request this information by phone or text message from Bosch associates.

Contact person:

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The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 280,000 associates generated sales of 45.1 billion euros in fiscal 2008. 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. Each year, Bosch spends more than 3.5 billion euros, or eight percent of its sales revenue, for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

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 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.