



**BOSCH**

Invented for life

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Contact: Jason Avila/Cira Pittman  
The Rogers Group  
(310) 552-4156/552-4194  
[javila@rogerspr.com](mailto:javila@rogerspr.com)  
[cpittman@rogerspr.com](mailto:cpittman@rogerspr.com)

**Delivering Quality and Superior Performance, Ascenta Rounds Out  
Bosch's Lineup of Award-Winning Dishwashers**

***Now Even More Consumers Can Step Up to Bosch Premium Quality Dishwashers  
that Offer Class-Leading Efficiency and Silence***

**(Huntington Beach, CA – January 20, 2009)** – As the only U.S. manufacturer with the ENERGY STAR® qualification on all its models in the refrigeration, washer and dishwasher categories, Bosch has continuously raised the bar in energy/water efficiency, quietness and quality. In fact, its entire dishwasher collection currently exceeds the federal energy standard by 36%. The ENERGY STAR qualified Ascenta™ is a major step up to a Bosch premium dishwasher that offers high efficiency, quiet performance and visually appealing design—as the superior alternative to an all-plastic tub dishwasher. It does this while still providing core exclusives such as the EcoSense™ Wash Management System, which examines the soil level in the water and customizes the water consumption and heat to save on energy costs, and an overflow protection system for safety. As a result, Bosch furthers its hallmark as the brand of choice for delivering complete ECO solutions that families can rely on.

The Ascenta category of Bosch dishwashers continue to offer the efficiency known to the brand, with such features as a half load option and the exclusive QuickWash program. This convenient program runs a quick 30-minute cycle for smaller loads or less soiled dishes, helping to save both time and energy. These models are also the quietest in their class with sound-reduction technology that includes a new drain pump that reduces noise when water is draining from the machine. Additionally, the detergent and rinse aid dispenser is redesigned and repositioned to optimize their release. This new location has the added effect of reducing water spray from hitting the unit's inner door, making less noise, while using less water for the cleaning agents.

In terms of quality, the Ascenta dishwashers are built with a revolutionary new wash tub made from stainless steel and a reinforced polypropylene base—a first in the U.S. and exclusive to Bosch. This base material is of a higher-quality and has been long-term tested.

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## **Bosch Ascenta Dishwashers**

### **2-2-2-2**

Compared to an all-plastic tub, the Ascenta tub is more durable, as well as food-proof and color-fast, ensuring that it stands up to the Bosch quality that consumers expect. In addition, Ascenta models offer an overflow protection system.

The Ascenta is recognized by *Consumers Digest* as a “Best Buy” for its cleaning systems, features and low noise output. It is also a “Top Product” in the *Architectural Record* 2008 Product Report. Ascenta is available now with four models, three with easy-to-use exterior controls and one with sleek concealed controls, for an MSRP of \$549-\$899.

## **Integra and Evolution Dishwashers**

Bosch’s Integra and Evolution dishwashers offer a variety of efficiency and convenience options across three structured classes: the 800, 500 and 300 Series. The brand currently has the distinction of offering the two most energy-efficient and quietest models – the Integra 800 SHX98 and Evolution 800 SHE98 – which both exceed the minimum federal energy standard by 65% and have a yearly usage of only 190 kWh—approximately the same amount of energy as a dishwasher half their size.

All Bosch dishwashers offer a number of exclusive features that make them unmatched across every class, including the:

- AquaStop® comprehensive leak protection system, which automatically shuts off the machine if it detects water in the solid molded base and pumps the excess water out to avoid a costly leak
- EcoSense Wash Management System, which examines the soil level in the water via an infrared light beam and customizes the wash cycle accordingly with 48 different options, saving up to 20% in energy costs
- Flow-through Heater™ that heats all water passing through the chamber quickly and efficiently, while ensuring accurate temperatures up to 161 degrees
- Stainless steel tub for superior durability and dependability
- Condensation Drying system to hygienically dry dishes

The EcoAction™ option, available on select 500 and 800 Series models, also helps take efficiency to the next level by optimizing the water temperature to reduce energy consumption up to an additional 25% – with just the simple push of a button. These, along with other efficiency advancements, ensure that Bosch dishwashers use as little as 1.8 gallons of water per cycle while guaranteeing optimal wash results.

Across the board, Bosch’s dishwashers are the quietest in each price class, with premium models boasting a 42 dBA sound level – the quietest in the industry. In fact, they are virtually undetectable while running due to their solid molded base, suspension motor and two pump drain system. Additionally, the brand features the convenient and wheelchair accessible

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## **Bosch Ascenta Dishwashers**

### **3-3-3-3**

RackMatic<sup>®</sup>, which is a unique rack system that can be easily adjusted with the simple press of a lever. A space-efficient Integra 18" dishwasher also offers the ultimate in flexibility, as it can be placed anywhere in the kitchen, or can add additional capacity to those with heavier washing needs, such as those who like to entertain regularly.

Bosch dishwashers regularly receive industry honors for their efficiency, performance and design. The Integra and Evolution received an honorable mention in *Woman's Day* 2008 KB Awards, while the Integra won the 2008 Gold Award for Design Excellence (ADEX) from *Design Journal*, and the Evolution won the 2008 Platinum ADEX Award. Moreover, the Evolution is a "Top Green Product" in the *Architectural Record* 2007 Product Report. Available now, Integra dishwashers have an MSRP of \$849-\$1,849 and the Evolution lineup has an MSRP of \$699-\$1,599.

### **About Bosch**

Bosch home appliances is part of BSH Bosch and Siemens Home Appliance Group, the third largest appliance manufacturer in the world. Inspired by the lifestyle of today's discerning consumers, all Bosch products combine efficiency, quietness, and quality with unrivaled ease of use. Opened in 1997, the company's appliance park in New Bern, North Carolina is comprised of state-of-the-art factories for washers, dryers, dishwashers, ranges, ovens and cooktops. Known worldwide for raising standards in efficiency and quietness, Bosch is the only US manufacturer with entire product lines of ENERGY STAR<sup>®</sup> qualified dishwashers, washers and refrigeration. Bosch appliances regularly receive industry and consumer awards. In fact, Bosch dishwashers have earned the highest ranking in J.D. Power and Associates' Major Home Appliance Customer Satisfaction Study for two consecutive years. For more information, please visit [www.boschappliances.com](http://www.boschappliances.com) or call 800.921.9622 to request a catalog. Ascenta<sup>™</sup>, AquaStop<sup>®</sup>, RackMatic<sup>®</sup>, EcoAction<sup>™</sup> and EcoSensor<sup>™</sup> are trademarks of BSH Home Appliances Corporation, all rights reserved.

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