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# Bosch North America

## Bosch Brings Passion for Science to Detroit Students During Grand Prix

*Company hosts high school students on Belle Isle for day of learning and fun*

**Farmington Hills, Mich.** – As part of the company's ongoing commitment to help improve the community by developing young technical talent, Robert Bosch LLC associates are donating their time and expertise to fuel a group of Detroit high school students' interest in science.

As part of the Detroit Grand Prix Free Day, on Friday Aug. 29, from 9:30 a.m. until 3:30 p.m. on Belle Isle in Detroit, approximately a dozen Bosch volunteers are planning a fun and informational day of events for students enrolled in the Detroit-Area Pre-College Engineering Program (DAPCEP). Volunteers will lend their technology and science expertise to engage students in building and racing motorized toy cars and provide information about a variety of automotive technologies, such as clean diesel technology. Clean diesel technology will be featured on the Audi R10 racecars at the Detroit Sports Car Challenge on Saturday. Additionally, American Le Mans series driver Emanuele Pirro will meet with the students and share some of his experiences in racing.

"As a company we've always been committed to giving back to our communities, especially when it involves helping local students," said Norm Johnson, director, Government and Community Affairs for Robert Bosch LLC. "This event, in cooperation with a successful organization such as DAPCEP, helps us fulfill our commitment to community service by providing opportunities for young engineering students in Detroit who otherwise might not have access to such resources."

DAPCEP is a partnership with the Detroit Public Schools that offers in-school programs at more than 30 middle and 18 high schools in Detroit. The program's goal is to give students the interest and preparation needed to succeed in a university-level science or engineering curriculum. Bosch supports this effort of developing leaders who are strong in science and who are prepared to address key societal challenges, such as developing more fuel-efficient transportation.

The event also is an extension of Bosch's work with the Society of Automotive Engineers' (SAE) A World in Motion program, a curriculum for grades 3 through 12 that joins together teachers, students, and industry volunteers in an exploration of physical science while addressing essential mathematic and scientific concepts and skills. SAE donated the car kits that students will assemble and race.

For the second consecutive year Robert Bosch LLC is sponsoring The Detroit Sports Car Challenge, a stop on the American Le Mans series circuit. Bosch has developed diesel

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technology for the series leading Audi R10. The same Bosch technology powering the Audi R10's racing success is available to consumers today through a number of automakers. When compared to gasoline vehicles, clean diesels provide a number of benefits to consumers, including: an average increase in fuel economy of 30 percent; a decrease in greenhouse gas emissions by up to 25 percent; and, up to 50 percent increase in torque.

Additionally, Bosch will host a media ride and drive on the Grand Prix racetrack, Thursday, Aug. 28, from 2:00 p.m. until 3:30 p.m., for journalists to experience firsthand the benefits of clean diesel and drive the first 50-state compliant clean diesel vehicles – the 2009 VW Jetta TDI and 2009 Mercedes ML320 BlueTEC.

*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 271,000 associates generated sales of over 46.3 billion euros (over \$63 billion) in fiscal 2007. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in roughly 50 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3 billion euros for research and development, and applies for over 3,000 patents worldwide. The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering."*

*In North America, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial automation and mobile products, power tools and accessories, security technology, thermo-technology, packaging equipment and household appliances. Bosch employs approximately 25,000 associates in more than 70 locations throughout the U.S., Canada and Mexico, with reported sales of \$9.5 billion in fiscal 2007. For more information on the company, visit [www.boschusa.com](http://www.boschusa.com).*

Detroit Grand Prix Free Day - August 2008

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