

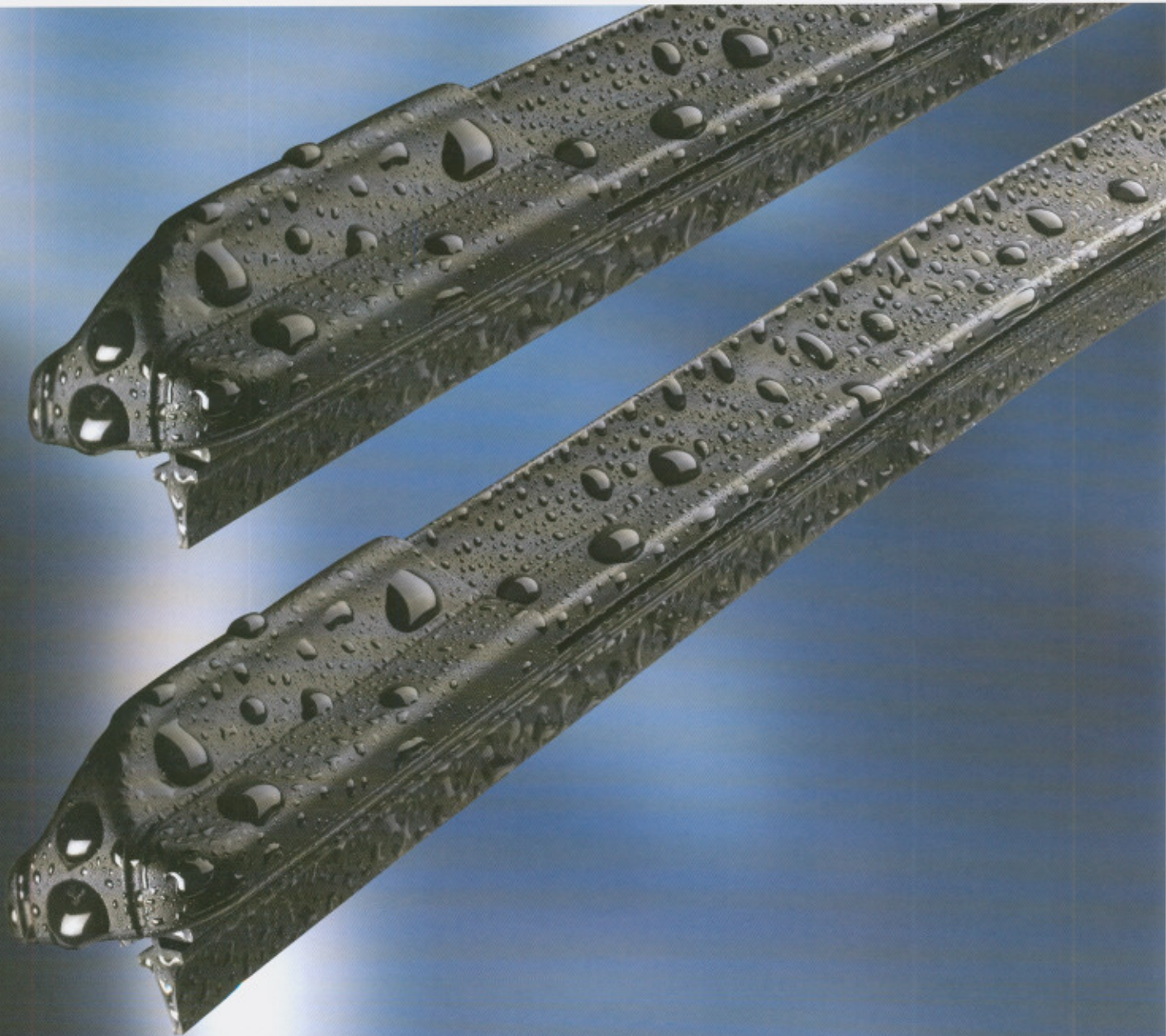


## Evolution™ Wiper Blades

All-Season Bracketless  
Technology Delivers  
Superior Wiping  
Performance



**BOSCH**  
Invented for life





### Wiper Blades Have Taken On a New Bracketless Shape

Bracketless wiper blades, also known as beam blades, are designed without joints or hinges. They conform more precisely to the curvature of today's vehicle windshields for better wiping quality than conventional bracketed wiper blades.

Bracketless is the new standard in OE wiper blade technology, with more manufacturers coming on board each year. And Bosch is the leading OE supplier of bracketless wiper blades, equipping many makes and models for both domestic and import vehicle manufacturers.

### New Bosch Evolution™

Bosch first introduced its bracketless technology to the aftermarket with the ultra-premium Bosch ICON™ Wiper Blade. The success of Bosch ICON™ with both the trade and consumers generated demand for bracketless wiper blades in other market segments. To meet that demand, Bosch has extended its bracketless wiper blade line with Bosch Evolution™.

## Superior All-Season Wiping Performance



Bosch Evolution™ fits all the most popular wiper arm types.



### An Upsell Opportunity

There are still many vehicles currently outfitted with conventional wiper blades. Bosch Evolution™ represents an opportunity for your trade customers to offer their customers an upgrade to newer, better technology. Evolution fits the most popular hook and pin wiper arm types, and for over 90% of vehicle applications, the exclusive Bosch DirectConnect™ system offers one-step installation with no adapters required.

### Comprehensive Coverage

Available in 16-inch through 28-inch lengths, the Bosch Evolution™ program offers 92% vehicle coverage with only ten SKUs.

### Growing Profit Opportunity

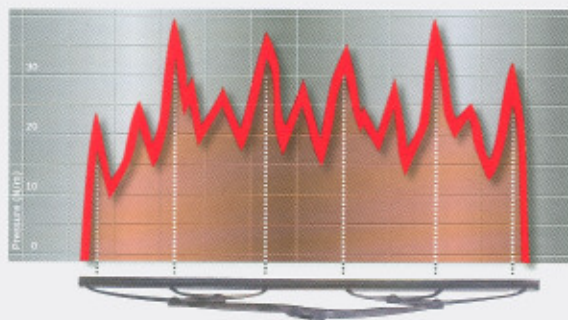
Wiper blade growth potential exists in both the premium and ultra-premium segments. Position yourself and your customers to capitalize on this trend with Bosch Evolution™.

Bosch OE bracketless wiper blade technology for a cleaner, more consistent all-weather wipe.

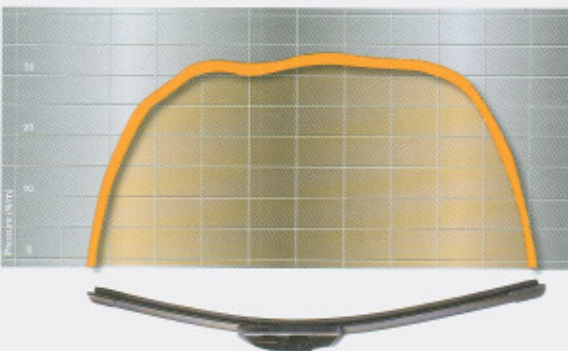
## **BOSCH** **Evolution™**

### Bracketless construction

- ▶ The brackets and joints of conventional wiper blades are replaced by dual precision-tensioned steel springs enclosed under a symmetrical wind spoiler. This innovative design distributes more uniform pressure along the entire length of the blade for a cleaner wipe.



Pressure graph – conventional wiper blade



Pressure graph – Bosch Evolution™

## OE bracketless wiper blade technology for the aftermarket

### Dual precision-tensioned steel springs

- ▶ Curved at a precise radius along each millimeter of length, creating tension memory for a snug fit to the curvature of a vehicle's windshield.
- ▶ Enclosed to reduce exposed metal, resisting ice and snow build-up for superior all-season performance.

### Precision-cut natural rubber wiping edge

- ▶ Forms an exact wiping edge, for a crystal clear wipe.
- ▶ Removes the smallest droplets for clear vision and safer driving.
- ▶ Graphite-treated wiping edge reduces blade "chatter".
- ▶ Rubber element is mechanically locked to the tension springs...not glued...for structural integrity.

### Symmetrical wind spoiler

- ▶ Uses air flow to increase blade-to-windshield contact.
- ▶ Shields tension springs from exposure to all weather elements.

### DirectConnect™ one-step installation system

- ▶ Pre-installed; no adapters are required for over 90% of vehicle applications.
- ▶ Fits many popular applications, including both hook and pin arm types.



## Bosch supports your sales efforts.

### Marketing Support

A comprehensive support program including literature and point-of-sale materials helps to sell and effectively merchandise Bosch Evolution™ Wiper Blades.

### Packaging

High-impact packaging with bold, brand graphics assures customers they are receiving the highest quality product. Bosch Evolution™ Wiper Blades come in a re-closeable pillow-pack that reduces waste and warranty caused by improper blade selection.

### Bosch Sales Staff

Your Bosch sales representative has the knowledge and experience to help you integrate Bosch Evolution™ into your own wiper blade program to maximize your sales and profits.



# BOSCH

Invented for life

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