

Diesel Product Communication

Change of Zexel Brand to Bosch-Zexel Dual Brand

Dear Valued Diesel Business Partner,

We hope this message finds you well. We would like to inform you that the Zexel brand will be gradually replaced by the Bosch-Zexel dual brand in the following years as part of Bosch Mobility Aftermarket's product marketing plan. This transition includes changes in packaging, starting with certain nozzles and VE pump parts.

During this period, both Zexel and Bosch-Zexel packaging will co-exist in the market until the dual brand is fully implemented across all Zexel products. Rest assured, the product specifications for Zexel items will remain unchanged, regardless of their production locations.

Thank you for your continued support of Zexel products. We appreciate your cooperation and attention to this matter. Kindly disseminate this information to your customers.

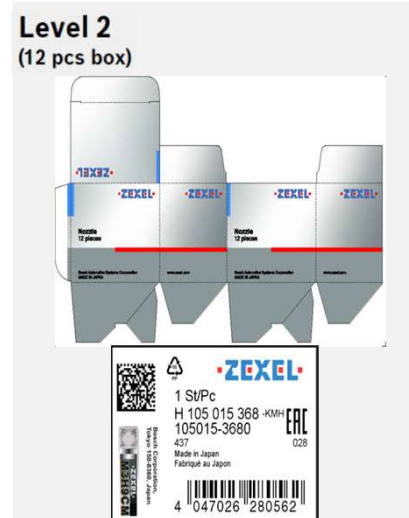
Please reach out to your respective Bosch sales manager should you need any clarification regarding the mentioned matter.

Best regards,
Diesel Power House, Bosch Mobility Aftermarket

For nozzles (page 1 of 2)

Zexel packaging and dual brand packaging will both be available in the market for a long time till the final dual brand packaging replace them.

Packaging of Zexel brand





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For nozzles (page 2 of 2)

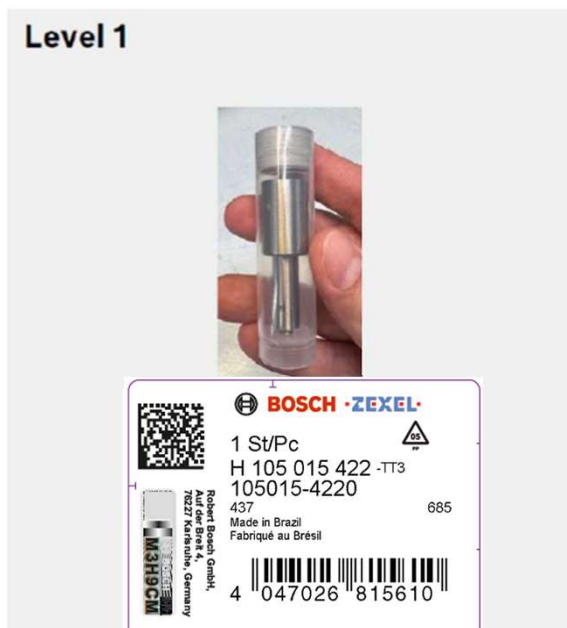
Bosch-Zexel dual brand packaging in transition period

The label on capsule is still Zexel label; the box will be changed to Bosch DIY box with Bosch-Zexel dual brand label.



Bosch-Zexel dual brand packaging in future

The label on capsule will be Bosch-Zexel dual brand label; the box will remain Bosch DIY box with Bosch-Zexel dual brand label



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For nozzle sets (page 1 of 1)

Both of below packaging will be available in the market in the transition period. We will communicate with you if there is further change for nozzle set packaging in dual brand.

Packaging of Zexel brand

Nozzle in Zexel capsule is packed in Zexel box with Zexel label



Bosch-Zexel dual brand packaging in transition period

Nozzle in Zexel capsule will be packed in Zexel box with Bosch-Zexel dual brand label



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For pump elements

Both of below packaging will be available in the market during transition period

Packaging of Zexel brand

Pump element in PE bag with VCI paper is packed in corrugated neutral box with Zexel label



Packaging of Bosch - Zexel dual brand

Pump element in VCI bag will be packed in Bosch DIY box with Bosch-Zexel dual brand label.



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For VE spare parts

Both of below packaging will be available in the market during transition period.

Packaging of Zexel brand

Depending on the product, the packaging is

- Plastic bag with Zexel label, or
- Zexel box or corrugated neutral box with Zexel label



Packaging of dual brand

Depending on the product, the packaging will be

- Plastic bag with Bosch-Zexel dual brand label, or
- Bosch workshop box or corrugated neutral box with Bosch-Zexel dual brand label

