



**BOSCH**

## Media Release

**FOR IMMEDIATE RELEASE**

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### **SOPHISTICATION IN A FRIDGE**

Since introducing its first domestic fridge in 1953, Bosch refrigerators include some of the most innovative and stylish features on the Australian market.

With the summer season fast approaching, Bosch builds on this heritage with the release of a range of frost-free bottom mount refrigerators, which deliver the latest in refrigeration technology and stylish design at a competitive price.

Packed with innovative features, including an Anti-Bacterial coating, the frost-free bottom mount refrigerators offers the best and safest food storage environment – essential in the warmer summer months.

The range also offers a multi-flow cooling system to maintain even temperatures in every part of the fridge and freezer. This ingenious system guarantees a uniform distribution of cold air currents around the items, ensuring perfect storage conditions.

According to Paul Ravlich, Managing Director of Bosch Home Appliances, the innovative technology behind Bosch's range of bottom mount refrigerators makes them the most unique on the Australian market.

“With the Anti-Bacterial protection to combat bacteria growth, combined with the multi-flow cooling system the Bosch bottom mount refrigerators will ensure that food is kept in perfect storage conditions,” Ravlich said.

“Add to this the exceptional functionality and design standards synonymous with Bosch, and you have the perfect kitchen appliance.”

Available in white or stainless steel, Bosch bottom mounted refrigerators are an intelligent addition to any kitchen.

Additional Features include:

- Electronic controls for fridge and freezer section with LED
- Active Cooling System
- Super fast freezing
- Gross capacity: 395 litres
- Special berries and ice-cube freezer drawer
- Reversible door hinging
- Energy rating: 3.5 stars

The Bosch bottom mount range of refrigerators is currently available in Australia with a recommended retail price of \$1299 - \$1699.

#### **About Bosch Household Appliances:**

*Bosch Household Appliances is part of the BSH Group and is the market leader in Europe. The quality Bosch product range includes dishwashers, laundry products, ovens, microwaves, cooktops, rangehoods, kitchen machines, coffee machines, refrigerators and vacuum cleaners.*

*The BSH Group invests millions of dollars each year to improve environmental compliance while still meeting and exceeding the ever-increasing requirements of consumers. Energy efficient appliances, production processes and environmental considerations are paramount to the Bosch corporate philosophy.*

*Further information on all Bosch Household Appliances is available by calling Bosch Customer Service on 1300 368 339 or visiting the Bosch website at [www.boschappliances.com.au](http://www.boschappliances.com.au).*

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