



THE WORLD FAMOUS
QUICK-ENROLL



A **TREMENDOUSLY** EASY WAY TO
JOIN THE PLAN

Demonstrate how to enroll in the
Bosch Savings Incentive plan and
start saving for your retirement!

WATCH AS YOU....

Fill out the form!!


SEAL THE EDGES !!

SEND IT IN!!

Right before your eyes....

YOU ARE ENROLLED IN THE PLAN!

The postage is already paid... **AMAZING!**

Your contributions will begin as administratively
possible and will be invested in a SmartRetirement fund
based on your age according to the table above right. 



Magnet

MAKE YOUR RETIREMENT

THE GREATEST PLAN ON EARTH

"COME ONE, COME ALL...
AND MAKE YOUR
RETIREMENT
THE MAIN ATTRACTION!"

SNEAK PREVIEW OF THE PLAN FEATURES

- ★ For every \$1 you save in the plan, Bosch will add 75¢ ...all the way up to 9% of your pay.* It's not an illusion!
- ★ Bosch's contributions start as soon as you join the plan.
- ★ If you have been a Bosch associate for three years or more, you are 100% vested in Bosch's contributions to your account.

*For 2006 and 2007, Bosch has committed to a match of 75¢ on the dollar.

PREPARE YOURSELF FOR THE MAGNIFICENT SPECTACLE OF RETIREMENT

- ★ The Bosch Savings Incentive plan makes investing for retirement easy and automatic.
- ★ Take control of your retirement savings. You will be doing what's right for yourself and your family.

THE REMARKABLE ACT OF TAX-DEFERRED INVESTING

- ★ The money you contribute to your plan is deducted from your paycheck before income taxes are taken out, so you could end up paying less in taxes on your current pay.
- ★ **LOOK! IF YOUR SALARY IS \$30,000 AND YOU CONTRIBUTE 5% ANNUALLY TO YOUR ACCOUNT, YOUR TAXABLE INCOME IS LOWERED TO \$28,500!**
- ★ Your retirement account isn't taxed until you take money out. In a regular savings account, you're taxed each year on both what you save and what you earn.



**REMEMBER
IT'S NEVER
TOO EARLY
OR TOO LATE**

TO START SAVING
FOR YOUR RETIREMENT.

ENROLL IN THE BOSCH
SAVINGS INCENTIVE PLAN,
AND PUT YOUR DOLLARS TO
WORK FOR YOUR FUTURE!

NO POSTAGE
NECESSARY
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IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 314 KANSAS CITY, MO

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN TRANSACTION TEAM - PLAN 118334
PO BOX 419784
KANSAS CITY MO 64179-0654

**WHAT
WILL YOUR
RETIREMENT
COST?**

Probably more than you expect. Most experts believe you will need at least 70% of your pre-retirement income to live comfortably. The exact amount will vary depending on your retirement goals. Log on to www.myboschretirement.com and check out the Education Center and Financial Tools sections for helpful articles and calculators to help you get started.



**DON'T LET IT HIT
YOU ALL AT ONCE**

**DON'T LET
THE COST OF**

RETIREMENT

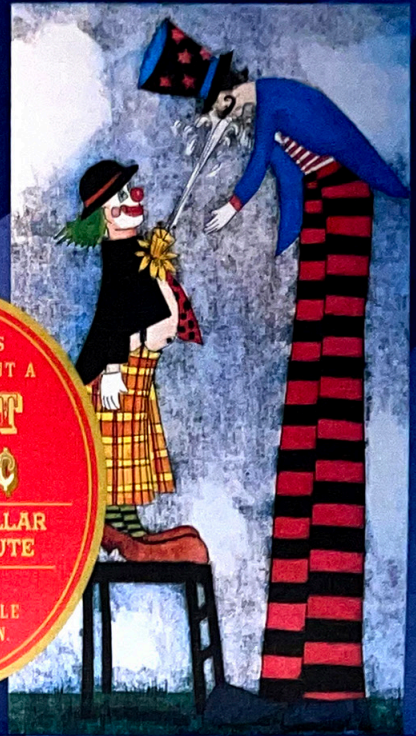
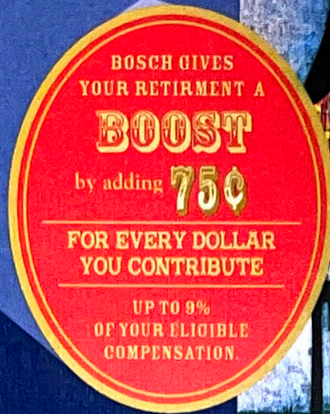


**SNEAK UP
ON YOU**

GET STARTED TODAY

Unfortunately, some people don't start thinking about plans for retirement until they're just about ready to retire. You can avoid having retirement sneak up on you by making plans early. Remember, the sooner you start preparing for retirement and the more thoroughly you plan, the more likely you are to enjoy the last laugh when your retirement comes.

**MAKE YOUR RETIREMENT
THE GREATEST
PLAN ON EARTH**



WE KNOW YOU HAVE A LOT OF THINGS GOING ON NOW

Your career ... your family ... financial obligations. You may think you either don't have the **MONEY** or the **TIME** to start planning for retirement now.

REMEMBER THIS ABOUT MONEY:

By not participating in the plan, you're not taking advantage of money Bosch wants to give you for your retirement. For every \$1 you put into the plan, Bosch will add 75 cents up to 9% of your pay. Where can you get a better deal than that?

REMEMBER THIS ABOUT TIME:

After you enroll in the Bosch Savings Incentive Plan, contributions are taken from your paycheck automatically. Either complete the enclosed QuickEnroll, call 800-345-2345 or log on to www.myboschretirement.com to enroll online. It takes just a few minutes. We have made it quick and simple to enroll, so you can start putting time on **YOUR** side when it comes to saving for retirement.

If you were born in this year:	Your contributions will be invested in the following fund:
1949 and prior	SmartRetirement 2010
1950-1954	SmartRetirement 2015
1955-1964	SmartRetirement 2020
1965-1974	SmartRetirement 2030
1975 and later	SmartRetirement 2040

With the SmartRetirement funds in the Bosch Savings Incentive Plan lineup, you have a simple way to achieve a broadly diversified portfolio. The funds seek diversified asset allocation mixes that become more conservative as they get closer to your target retirement date.

BOSCH



Please enroll me in the Bosch Savings Incentive Plan and invest my contributions in the SmartRetirement fund based on my age. I would like to contribute the following percentage of my eligible pay on a pretax basis (subject to IRS limits):

PLEASE CHOOSE ONE

- 5% of my pay (and get **some** matching contributions from Bosch)
- 7% of my pay (and get **more** matching contributions from Bosch)
- 9% of my pay (and get the **maximum** amount of matching contributions from Bosch)
- Please enroll me, but I want to choose my own percentage at _____% of my pay (you may contribute up to 85% of your eligible compensation (subject to IRS limits)).

By signing below, I authorize The Robert Bosch Corporation to deduct the stated percentage above from my pay and deposit it in a SmartRetirement fund based on my date of birth. I understand that I am permitted to direct the investment of my accounts in this plan, as outlined in Section 404(c) of ERISA. I acknowledge that I have received the information provided to me about my investment choices and have had an opportunity to freely choose how my accounts are invested. I understand and agree that, under Section 404(c), my employer and other plan fiduciaries will not be liable for the results of my investment directions.

Name

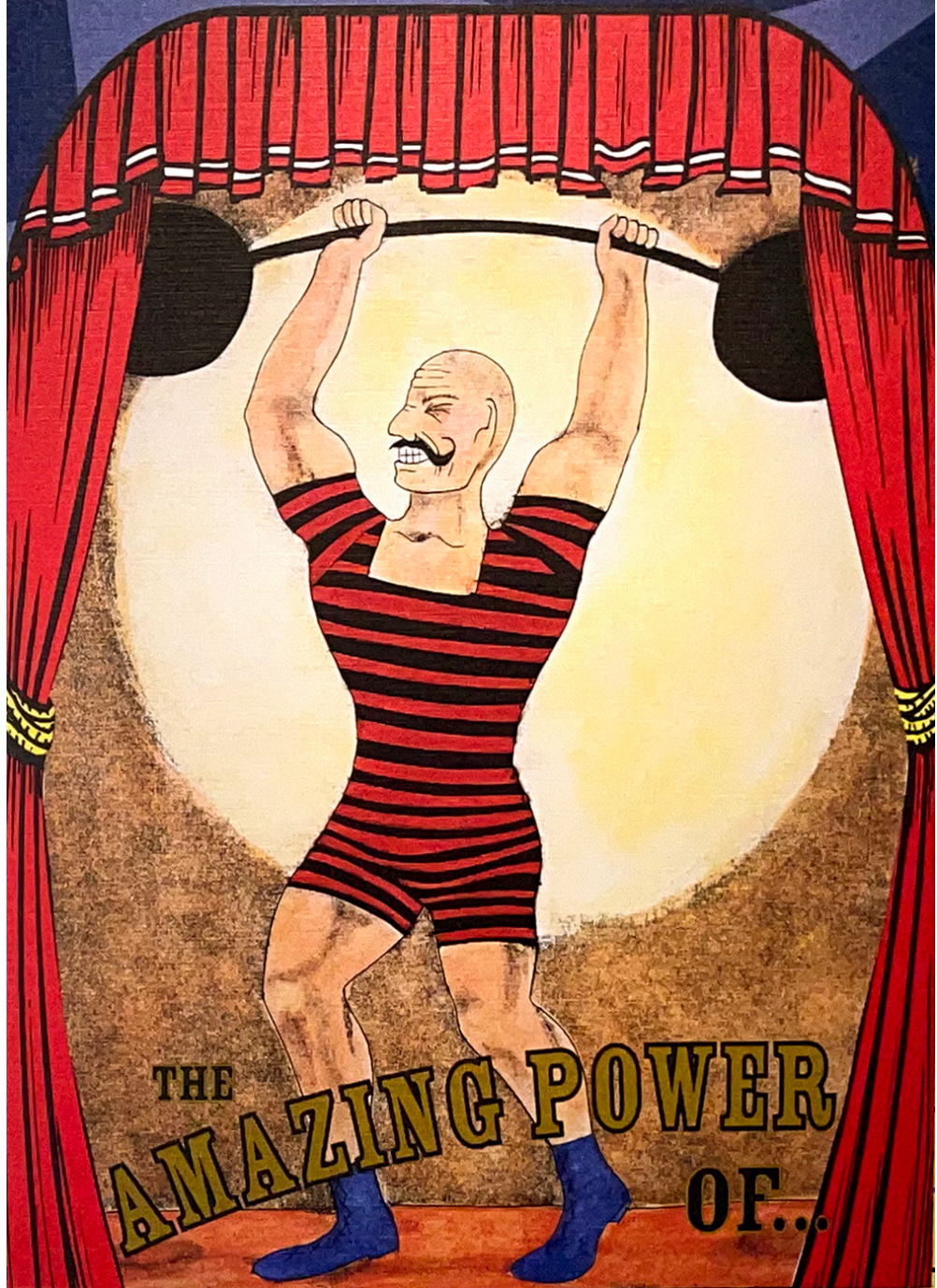
Social Security number

Address

City, State, Zip

Signature

INTRODUCING



**THE
AMAZING POWER
OF...**

Quick Enroll into Target-Date Funds

THE DOLLAR



Ladies and gentlemen,
WITNESS
 THE MIGHTY COMBINATION OF
TIME & MONEY!

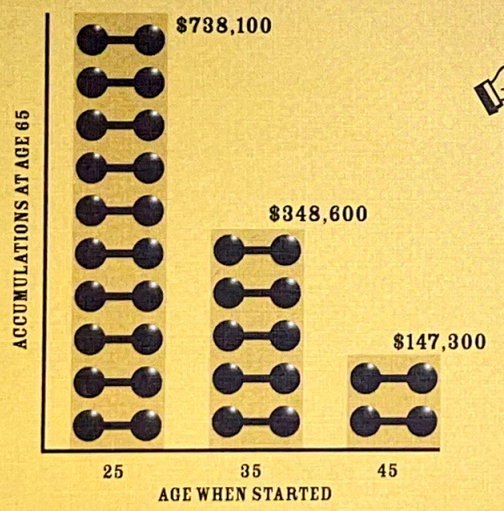


WHAT IS THE SECRET BEHIND THE AMAZING FEATS OF THE DOLLAR?

Compounding, of course, which means you can make money not only on your original investment, but also on the accumulated returns your investments may earn.

TAKE A SNEAK PEEK BELOW AT COMPOUNDING IN ACTION. IT'S A SHOWSTOPPER!

All three situations show projected accumulations at age 65 assuming a 5% deferral rate and a salary of \$35,000. As you can see, the sooner you start — the better.



REMEMBER.
 IT'S NEVER TOO EARLY OR TOO LATE TO START SAVING FOR YOUR RETIREMENT.

These examples assume annual pay of \$35,000, a deferral rate of 5%, the Bosch company match, salary growth of 3% annually and investment returns of 6% per year compounded semi-monthly.

This example is for illustrative purposes only and does not represent a specific investment product. Past performance does not guarantee future results.

With the SmartRetirement funds in the Bosch Savings Incentive plan lineup, you have a simple way to achieve a broadly diversified portfolio. These funds are multi-asset funds that offer a professionally managed, diversified investment in a single fund. The mix of investments in each of the plan's five SmartRetirement portfolios is chosen based on target retirement dates. The allocation of different asset classes will change over time, so the funds will become increasingly conservative as the target retirement date approaches.

If you were born in this year:	Your contributions will be invested in the following fund:
1949 and prior	SmartRetirement 2010
1950-1954	SmartRetirement 2015
1955-1964	SmartRetirement 2020
1965-1974	SmartRetirement 2030
1975 and later	SmartRetirement 2040



YES!

Please enroll me in the Bosch Savings Incentive Plan and invest my contributions in the SmartRetirement fund based on my age. I would like to contribute the following percentage of my eligible pay on a pretax basis (subject to IRS limits):

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Name _____

Social Security number _____

Address _____

City, State, Zip _____

Signature _____

DON'T FORGET

BOSCH STRENGTHENS YOUR
RETIREMENT PLAN BY ADDING

75¢

FOR EVERY DOLLAR YOU CONTRIBUTE
UP TO 9% OF YOUR ELIGIBLE COMPENSATION.

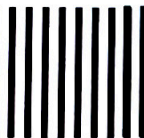


STEP RIGHT UP

Enroll in the Bosch Savings Incentive Plan,
and put your dollars to work for your future!



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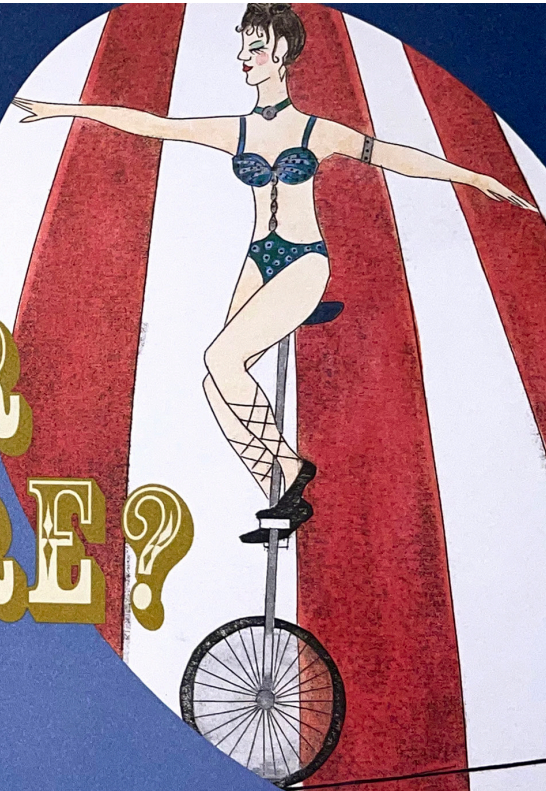
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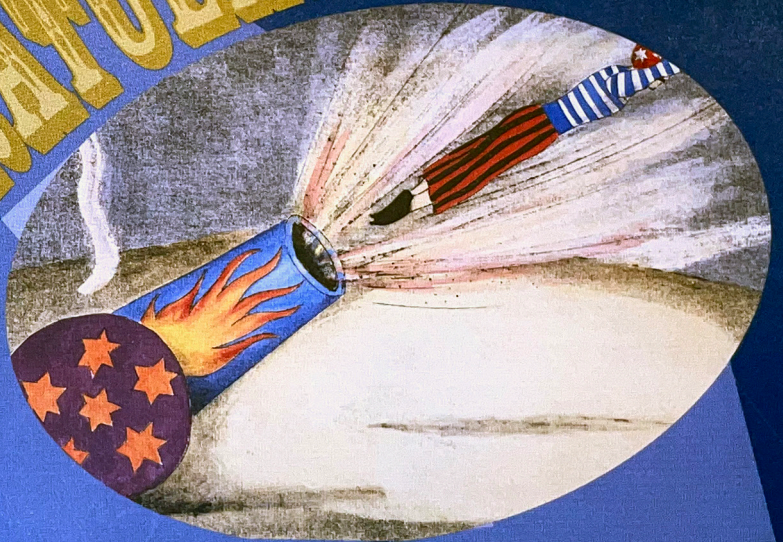
Quick Enroll into Target-Date Funds

ARE YOU ON A TIGHTROPE
WHEN IT COMES TO

SAVING FOR
YOUR FUTURE?



CONGRATULATIONS!



YOU'RE OFF TO A FLYING START!

Congratulations postcard

BUSINESS-TO-CONSUMER (B2C) COMMUNICATIONS

PROJECTS:

Creative educational and
Event Campaigns

AUDIENCE:

Retirement plan participants

ROLES:

Creative Consultant

Art Director

Designer

Prepress/Production Designer

TOOLS USED:

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

NOTES

Art direction, design and production of one time use and personalized campaigns to encourage participant action. These campaigns often allowed creative deviation from branding to spark engagement. I worked closely with the communicator to develop the concept and tone of the copy.

NOTABLE AWARDS

Hermes Gold

IABC Gold Quill

P&I Eddy

IABC Silver Quill

P&I Best in Show

IABC Bronze Quill