

Bosch Tool and Ram Target Construction Professionals

Robert Bosch Tool Corporation and the Ram Truck brand announced a partnership last week at the 39th annual World of Concrete trade show in Las Vegas, naming Ram the "Official Truck of Bosch Power Tools and Accessories."

Bosch, a leading manufacturer of professional power tools and accessories, stated that it is launching the strategic U.S. alliance with Ram Truck to focus on the needs of the building and construction professional by delivering greater productivity in a package of best-in-class power tools and trucks. Together, the two companies will jointly pursue sales and marketing opportunities in the automotive and tool markets.

"At Bosch, we're committed to developing power tools and accessories that deliver uncompromising quality and reliability to our customers," said Terry Horan, President and CEO, Robert Bosch Tool Corp., North America. "The Bosch team is truly excited to be working with a partner the caliber of Ram Truck. One thing that we've learned through the planning process is that our companies align well and complement one another."

The strategic combination of co-branded events and joint advertising will keep the Bosch and Ram brands top of mind with American tradesmen. The partnership also will include cross-promotional sweepstakes and co-branded customer affinity programming at local, regional and national events. In addition, the two companies will investigate joint product development opportunities in the future.

"Ram trucks offer construction professionals a full line of vehi-

cles that deliver best-in-class fuel economy, capability, cargo capacity and the lowest total cost of ownership," said Fred Diaz, President and CEO - Ram Truck Brand and Chrysler de Mexico, Chrysler Group LLC.

"A partnership with Bosch helps us further align with our customers' businesses and livelihoods," he added. "This partnership leverages the natural fit between the two brands to help us drive value for the customer."

Detroit Boat Show Docking at Cobo Feb. 16 - 24

Oakland County boaters won't want to miss the 55th annual Detroit Boat Show, which will be held in the Cobo Center in downtown Detroit from Feb. 16 through Feb. 24.

The event, produced by the Michigan Boating Industries Association, will feature hundreds of marine businesses filling two of the expo halls at the Cobo Center.

Tickets are \$12 for adults. The latest 2013 model boats will be on display as well as new non-current boats from model years 2012, 2011 and 2010.

The latest in services, engines, accessories, trailers, electronics and fishing gear will also be on display. And there will also be people who can help with on-site financing, insurance, slip rental, brokering, vacation planning, charter trips, maintenance and most all other types of extras and services used by boaters.

For more information, visit www.detroitboatshow.net, or call the MBIA at 1-800-932-2628.



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