

Monthly Update: Training Center



BOSCH
Invented for life

November 2016

BOSCH Ascenta Dishwashers

Simply Stated. Top Rated.
Bosch Ascenta Dishwashers.

Top rated for quality, reliability, and performance.

Explore highly awarded Bosch Ascenta dishwashers



Trends fade. Our Quality is unmistakable.

We've been understated in the past, but our awards precede us.

It's our precision to details that won us multiple awards on quality, reliability and performance, ranging from the Most Reliable Dishwasher Brand* to a "Best Value**" honor. Don't let our quiet operation distract you from the constant ringing of accolades.

What makes Bosch Dishwashers the Most Reliable Dishwasher Brand*?

No brand has fewer repairs!*



Consumers Biggest Headaches with Dishwasher Repair:

Competition's Issues:	BOSCH has the solutions:
Leaky tub	Solid molded bottom
Rusted tub	High quality stainless steel tub with a lifetime warranty
Broken wash system	German engineered reliable spray arms
Does not wash food off	Specialized detergent tray and dispenser system

BOSCH: Repairmen's least favorite brand



Best Value*



**Lowest Repair
Rate****



Top Drying*



**#1 Dish Brand
Globally*****

*According to a reliability survey conducted by a leading consumer publication, Bosch has the fewest reported repairs.

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BOSCH Ascenta Dishwashers *Winner of Best Value* Honor*

How do Bosch Ascenta Dishwashers simplify your kitchen life?

Our dishwashers fit every lifestyle – providing the flexibility and capacity to meet your needs

Whether you're washing for yourself, or a whole party, the Bosch Ascenta dishwasher has a place for all of your utensils, glasses and plates. Being conscious of budget, without sacrificing capacity or flexibility, even your hardest to place items have a home in a Bosch Ascenta Dishwasher.

Hard to place items?

Solution: **Knife Rack** which safely holds:

- Whisks
- Serving spoons
- Dishwasher safe knives



Large space hogs?

Solution: **RackMatic™** allows you to adjust the upper rack height to fit:

- Serving plates
- Stock Pot



Dinner party where everyone uses more than 2 cups:

Solution: **Cup rack** and **flexible tines** providing the most efficient use of space to hold:

- Water glasses
- Coffee cups



Running out of utensils?

Solution: **Long Silverware Basket**
▪ Removable silverware basket can be placed anywhere in the dishwasher, offering the ultimate flexibility.



TETRIS: Adulthood Edition

In the dishwashing game of life, Bosch is the ultimate winner!

Round 2: Bosch Certification



A quick three pronged course (based on Oct - Feb newsletters) guiding you through the world of Bosch dishwashers, empowering you to succinctly walk your customers through the Bosch portfolio.

- Step 1: Bosch Ascenta Dishwashers - Fundamentals
- Step 2: Bosch Ascenta Top Features – Awards and Accolades
- Step 3: Bosch Dishwasher Portfolio

Each course ends with a 5 question online quiz, that enables you to move to the next course.
Go to: www.AskBoschLowes.com for courses and quizzes.

*According to a leading consumer publication