

## The Robert Bosch Promise of Quality



*"It has always been an unbearable thought to me that someone could inspect my products and find them inferior. I have therefore always tried to ensure that only such products are delivered that will stand any objective test: in other words, work that is superior in every respect. I have acted on the principle: rather lose money than lose the confidence of my customers. The integrity of my promise, faith in the quality of my goods and given word always means more to me than temporary gain."*