

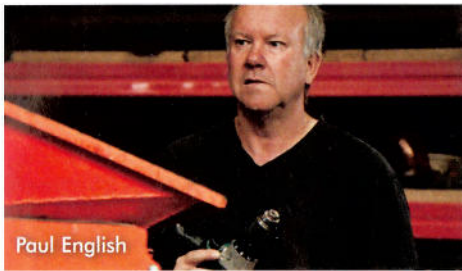
The Bosch Professional Combi Challenge



In July this year, Bosch asked 80 professional tradesmen to try the blue Bosch Professional 18v Cordless Combi Drill for two weeks. If they preferred the Bosch at the end of the two weeks they could keep it. **The catch? They had to crush their current cherished tool.**



Andy Frayne



Paul English



David Fairburn



Crush Time

What did they think?

Tradesmen from carpenters to plumbers, builders to electricians put the blue Bosch Combi through its paces with everything from drilling into stone and bricks, to screw-driving into metal. One trialist reported: "Particularly impressed while drilling tough masonry on hammer as most combis I have used before haven't managed to do this repeatedly."

Bosch caught up with some of the trialists at work putting the drill to the test. Meet kitchen fitter Andy Frayne, he'd had his existing tool for 18 months when he decided to try out the Bosch.

"I've actually fitted 27 down lightings through double-skin plasterboard. The torque on the drill is really good, battery lasted, lovely little light on it, in dark corners, excellent drill. It's compact; it's not so heavy, nice lightweight battery, test battery on the back to see when it's running out, well impressed", said Andy of the Bosch Professional 18v Combi.

Richard J Plant, heating & ventilation engineer, said: "I found the Bosch drill comparable to the [competitor] combi I swapped in for performance although the smaller size made it easier to use for long periods."

Michael Brown, plumber, heating and ventilation engineer recommends the battery: "Good drill with great battery life."

Some trialists took 'testing' to extremes - property developer David Fairburn reported "We've dropped it more times than I can mention and it's still working. There are very few marks on it. All round it's just a great drill."

Do they think they'll be able to crush their treasured tool?

When asked mid-trial how they'd feel about crushing their tool they told us:

Andy Frayne, kitchen fitter: "If I've got to crush my old drill then yes I will shed a few tears because I've had it say 18 months, it's been like my mate but I think this has got more plusses so I'll get over it."

Paul English, carpenter: "I may shed a tear but I think me and the Bosch will go far."

Mick McMahon, carpenter: "I've had my old drill for a couple of years. I'd be telling a lie if I said I wanted to crush it."

Crush time

So two weeks passed and D-day arrived. Who would ask for their beloved drills back? Who would crush them in order to keep the Bosch?

88% of the trialists reported they were very satisfied with the blue Bosch Combi and 91% told us that the trial had changed their opinion of Bosch - but was that for better or worse?

Andy told us "I've had the Bosch now for two weeks, I've used it, and I'm well impressed with it. It's very good so I've decided to crush my old drill."

David Fairburn was positively jubilant to say goodbye to his combi. "I've been using the Bosch for the past two weeks, I think it's great and now I'm definitely going to be crushing my previous drill. I don't want it back."

Andy and David weren't the only ones who said goodbye to their trusty drills in favour of the blue Bosch Professional 18v cordless combi.

90% CHOSE TO KEEP THE BOSCH AND CRUSH THEIR PREVIOUS TOOL*

And the remaining trialists didn't complete the feedback survey. Not one single trialist asked for their old tool back!

Dave Radley told Bosch, "You'd have to prise the new one from my dead fingers, really impressed with it overall."

Visit www.combicrush.com to watch Andy, Paul and some of our other trialists give their honest feedback on the Bosch Professional 18v cordless combi.

Key Facts

- 90% of trialists crushed their drills so they could keep the Bosch Professional 18v combi.
- 83% of trialists said they'd be highly likely to recommend the Bosch Professional 18v combi.
- 88% of trialists were 'very satisfied' with the Bosch, the remaining 12% were 'quite satisfied'.

What did trialists prefer about the Bosch drill compared to their previous combi?

- 90% Battery life.
- 70% Drilling speed.
- 69% Drilling through tough objects.
- 75% Ease of control.
- 63% Safety features.

* Based on survey responses from 72 professional tradesmen who used their tool everyday for work. 85% of their previous tools had been owned for 18 months or less.

Watch grown men cry
www.combicrush.com