

# **Bosch and Kieffer's Appliances: A Shared Legacy of Excellence in American Kitchens**

In 1906, the New York City skyline began to reach for the clouds. Bosch was doing the same, pioneering automotive ignition systems in Germany and laying the foundation for what would become one of the world's most influential engineering companies.

Just over a decade later, in 1917, entrepreneur John E. Kieffer Sr. opened a small Philadelphia business called Girard Rubber Co., selling automobile tires and delivering blocks of ice to help families preserve food in iceboxes. It was a modest beginning, but one built on understanding how American households truly lived, an instinct that would define the company for generations.

These parallel beginnings, with Bosch innovating behind the scenes and Kieffer's serving customers face to face, help frame a broader story about how the U.S. appliance industry evolved.

Bosch began manufacturing locally in the United States in 1912, and by the mid-1990s, 78% of Bosch products sold in the U.S. were made in America. Over time, Bosch's consumer appliance division grew into BSH Home Appliances, now home to Bosch, Thermador, and Gaggenau.

At the same time, Kieffer's evolved alongside the very technologies transforming the American kitchen.

## **Adapting early and staying ahead of change**

When electric refrigerators entered the market in 1922, Kieffer's recognized that the future of the home was changing. The company pivoted away from ice delivery and tire sales, introducing early refrigeration and vacuum technologies. These products were

considered revolutionary at the time and laid the groundwork for a lasting focus on product expertise and customer education.

That ability to anticipate what's next mirrors Bosch's own evolution, from groundbreaking automotive innovations like the spark plug and anti-lock braking systems to precision-engineered home appliances that quietly integrate advanced sensors, electronics, and connectivity.

It's also why the partnership between manufacturers like BSH and retailers like Kieffer's works so naturally. Both organizations have thrived by recognizing change early and responding decisively.

### **Building for the long term through generations**

"From our earliest days in the U.S. over a century ago, we've always believed in building for the long term," says Paul Thomas, President of Bosch in North America and President of Bosch Mobility Americas. "Our growth has always been intentional, strategic, and focused on quality."

That same long-term mindset has carried Kieffer's through four generations of family leadership.

After relocating to Lansdale, Pennsylvania in 1963, the company continued to refine its focus. By the late 1980s, third-generation leadership made a decisive shift away from legacy product categories, fully committing to premium appliances and a more consultative sales approach. When Jace Kieffer joined the business in 2006, he and his father further transformed Kieffer's by expanding outside sales, deepening relationships with builders and designers, and scaling the business while staying fiercely independent.

Today, Kieffer's is the largest independent appliance dealer in the tri-state area, employing more than 100 people and supporting projects across a 100-mile service radius. It's proof that independence and scale don't have to be mutually exclusive.



### **Where engineering meets real-world expertise**

BSH's strength lies partly in its access to the broader Bosch ecosystem, where more than \$8 billion is invested annually in R&D across sectors ranging from semiconductor manufacturing to AI development.

When these technologies show up in a Bosch dishwasher or a Gaggenau oven, they arrive as refined, intuitive experiences. In the real world, however, that sophistication requires knowledgeable partners who can translate innovation into everyday living.

That's where Kieffer's long-standing emphasis on education, specification, and service plays a critical role, particularly as appliances become smarter, more connected, and more integrated into the home.

"Our appliances use so many crossover technologies," says Chris Kaeser, Senior Vice President of Sales at BSH. "Having retail partners who understand both the technology and how people live with these products is absolutely essential."

### **Investing in America and American partners**

Over the past five years, Bosch has invested more than \$2 billion in North America, consolidating production in New Bern, North Carolina. Today, the majority of Bosch and Thermador products sold in the U.S. are made there.

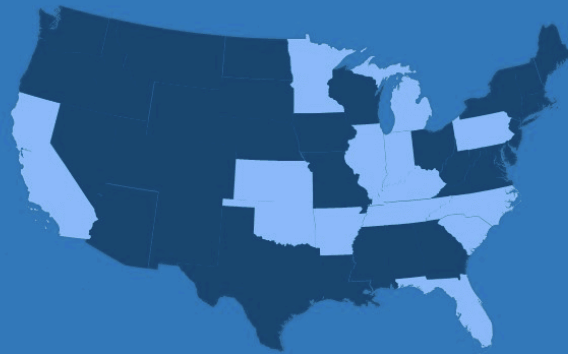
This investment complements the commitments made by independent retailers who continue to invest locally in showrooms, people, and communities, ensuring that high-performance appliances are supported by high-touch service.

"We're not just manufacturing in the U.S.," says Kaeser. "We're building long-term partnerships here."

## United States

Manufacturing  
Sites

20



Bosch currently maintains manufacturing locations in Arkansas, California, Florida, Illinois, Indiana, Kansas, Kentucky, North Carolina, Michigan, Minnesota, Oklahoma, Pennsylvania, South Carolina and Tennessee.



### **A shared marathon mentality**

As BSH looks toward 2026 and beyond, its focus remains on intelligent appliances, connectivity, and efficiency. These investments assume customers will still expect support, service, and relevance decades from now.

Retailers like Kieffer's share that same perspective. In an industry shaped by consolidation and rapid change, both companies have succeeded by refusing to chase short-term wins at the expense of long-term trust.

Together, Bosch and Kieffer's represent over a century of shared experience serving American homes, from the earliest refrigerators to today's most advanced kitchens. In fact, the most valuable feature an appliance can offer may be peace of mind. It's the confidence that both the manufacturer and the retailer will still be there to stand behind it for generations to come.

BOSCH IN NORTH AMERICA

# U.S. investment

**\$2bn**  
investment in  
U.S. capital  
expenditures over  
past five years\*

**\$6bn**  
in U.S.-based  
acquisitions  
announced since  
2023

\* Represents >75% of company's capital expenditures in North America region over that time

