



# BOSCH

## Bosch Sales Program Bulletin

BPG12.10

**Category:** Dishwashers  
**Type:** Instant Rebate – Save 10% off Select Bosch Dishwashers  
**Channel:** Independent Channel only (All Distributors included)  
**Promotion:** Bosch will provide dealers the opportunity to promote Select Bosch Dishwashers during the promotional period via **INSTANT REBATES!** Bosch will support via a reduced cost on these select Dishwashers during a buy-in period.  
**Message:** Buy now and Save!  
**Process:** **Dealers:** Select Bosch Dishwasher costs reduced 10% during buy-in period.

**Direct Market Buy- In Period**

**Start:** 9/25/2012

**End:** 10/15/2012

***All Orders must be placed for immediate delivery & must ship by Oct. 31<sup>st</sup>***

**Consumer:** Buy Select Bosch Dishwashers and Save 10% instantly!

**Retail Promotion Period**

**Start:** 10/1/2012

**End:** 10/31/2012

**Eligible Dishwasher Models**

Recessed Handle	
MODEL #	MAP
SHE23R52UC	\$649
SHE23R55UC	\$749
SHE23R56UC	\$649
SHE43RP2UC	\$699
SHE43RP5UC	\$799
SHE43RP6UC	\$699
SHE43P22UC	\$649
SHE43P25UC	\$749
SHE43P26UC	\$649
SHE43R52UC	\$699
SHE43R55UC	\$799
SHE43R56UC	\$699
SHE43RL2UC	\$699
SHE43RL5UC	\$799
SHE43RL6UC	\$699
SHE55R52UC	\$799
SHE55R55UC	\$899
SHE55R56UC	\$799
SHE55M12UC	\$899
SHE55M15UC	\$999
SHE55M16UC	\$899
SHE68R52UC	\$999
SHE68R55UC	\$1,099
SHE68R56UC	\$999

Bar Handle	
MODEL #	MAP
SHX33RL5UC	\$799
SHX43R52UC	\$799
SHX43R55UC	\$899
SHX43R56UC	\$799
SHX43RH5UC	\$899
SHV43R53UC	\$899
SHX55R52UC	\$899
SHX55R55UC	\$999
SHX55R56UC	\$899
SHX55RL5UC	\$999
SHV55R53UC	\$999
SHX68R52UC	\$1,099
SHX68R55UC	\$1,199
SHX68R56UC	\$1,099
SHV68R53UC	\$1,199

800 Plus	
MODEL #	MAP
SHE7ER55UC	\$1,299
SHX7ER55UC	\$1,299
SHV7ER53UC	\$1,299
SHE8ER55UC	\$1,499
SHX8ER55UC	\$1,499
SHE9ER55UC	\$1,999
SHX9ER55UC	\$1,999
SHV9ER53UC	\$1,999

\* BSH MAP Policy guidelines apply (10% net down on the price allowed within the MAP Policy)

\*\* Orders must be placed for immediate delivery

\*\*\* Not eligible at Lowe's, Sears & Best Buy