
BSH HOME APPLIANCES CORPORATION

April 1, 2021

RE: Thermador Brand Price Increase Notification

To All Thermador Dealers,

BSH Home Appliances Corporation is committed to providing the highest quality of products at value based price points that reflect of our brand positions in the marketplace.

The challenges that our business have faced over the past 12 months relative to COVID-19 have affected budgets thereby creating a need for an unplanned price increase. Global and local economic challenges have created difficulties to our operations, supply chain and logistic networks. Global availability of components and production material is under strong pressure especially with steel, electronics, plastics, resins and packaging materials. This side of the business has realized a sharp increase in prices and limited availability.

As such, effective July 1, 2021, select Thermador models will incur a \$50 - \$300 price increase. The new price lists are attached.

Please note the following:

- The new prices will apply to all orders placed beginning 7/1/2021
- Orders placed between April 1, 2021 and June 30, 2021 will receive the current price sheet cost (prior to 7/1/2021 increase) provided that dealer accepts delivery when orders become available for immediate shipment and no later than 9/30/2021. Unfilled and unshipped orders placed on or after April 1st, will automatically be adjusted to the new pricing on 10/1.
- Thermador will phase-in the new pricing in two phases:
 - May 1, 2021 – Thermador will implement the new UMRP prices as per the Thermador UMRP Policy.
 - July 1, 2021 – Thermador will implement the new dealer cost pricing subject to the above conditions.

BSH is committed to continuous investment that enrich its brands, products and services in order to keep Bosch and Thermador top-of-mind with you, our valued customers, influencers and consumers.

Please feel free to consult your BSH Regional Sales Manager or District Sales Manager regarding this announcement. We appreciate and thank you for your understanding and support.

Sincerely,



Christopher Kaeser

BSH Home Appliances Corporation
Senior Vice President Sales
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