



## **Bosch Appoints Four Regional Sales Managers**

May 26, 2009

*Fairport, N.Y.* – Bosch Security Systems, Inc., a full-line manufacturer of high-quality security solutions, has appointed four sales managers for various regions within the United States. The sales representatives are responsible for working closely with Bosch dealers and integrators located in their designated areas to help these customers win, support and maintain top quality security installations.

Lloyd Apricio handles sales of the Intrusion, Fire and Access Control/Systems (IFAS) portfolios in the Southwest, including Utah, Colorado, Arizona, New Mexico, Southern Nevada and Wyoming. Throughout Apricio's 22 years in the industry, he has worked for both manufacturers and security integrators. This well-rounded experience gives him substantial knowledge of system design and the needs and requirements of both end users and security dealers and integrators.

Holley Hunt manages sales of the IFAS portfolios in Southern California. Hunt is an expert in access control systems having sold and trained customers in the technology for more than 10 years. She currently serves on the board of the Inland Empire Alarm Association, an organization dedicated to supporting alarm companies in combating non-response policies of local law enforcement agencies. Hunt brings extensive experience working with senior level decision makers in the industry and is known for exceeding customer expectations for superior service and support.

Joe Scardino holds responsibility for the IFAS portfolios in the New York Metro region. Scardino joins the company with 28 years of industry experience and in-depth knowledge of the Bosch product portfolio. He chose Bosch for the strength of the portfolio and the positive reputation of the company's products.

Mark Land now manages sales of Bosch video surveillance products and systems in Central/Eastern Ohio, including the metropolitan areas of Akron, Canton, Cleveland and Columbus. Land previously held the position of Key Account Manager for Bosch, in which he developed expertise across Bosch's broad range of products and systems. He joined the company in 1985 and has 28 total years of experience in the security industry.

To contact Bosch's new Regional Sales Managers or to find a Bosch representative in your area, call 800-289-0096 or visit <http://www.boschsecurity.us/en-us/aboutus/directsales1>.

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*The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 280,000 associates generated sales of 45.1 billion euros (\$66.4 billion) in fiscal year 2008. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. Including sales and service partners, Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. Each year, Bosch spends more than 3.5 billion euros (\$5.7 billion), or eight percent of its sales revenue, for research and development and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.*

*In North America, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial drives and control technology, power tools, security and packaging technology, thermotechnology, household appliances, solar energy and healthcare. Bosch employs nearly 24,000 associates in more than 70 locations throughout the U.S., Canada and Mexico, with reported sales of \$8.6 billion in fiscal 2008. For more information on the company, visit [www.boschusa.com](http://www.boschusa.com).*

*Bosch Security Systems, Inc., a division of the Bosch Group, develops and markets a broad range of products and systems for security, video surveillance, life safety, personnel and asset tracking applications, as well as for communication and professional audio installations. Worldwide, Bosch Security Systems employs more than 11,000 associates and reported sales of \$2 billion in fiscal 2008. For more information, visit [www.boschsecurity.us](http://www.boschsecurity.us) or call (800) 289-0096.*

*Note: Figures based on 2008 conversion rate of 1 Euro = \$1.4710 U.S.; 2007 rate of 1 Euro = \$1.3704 U.S.*