Bosch – South African trademarks

Updated 8 November 2026

Bosch is a German technology and engineering group. It makes automotive parts, power tools, household appliances and building and industrial technology.

How Bosch has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#173
largest trademark owner in South Africa (of 121,626)

335
trademarks filed

13
different logos published since 2020

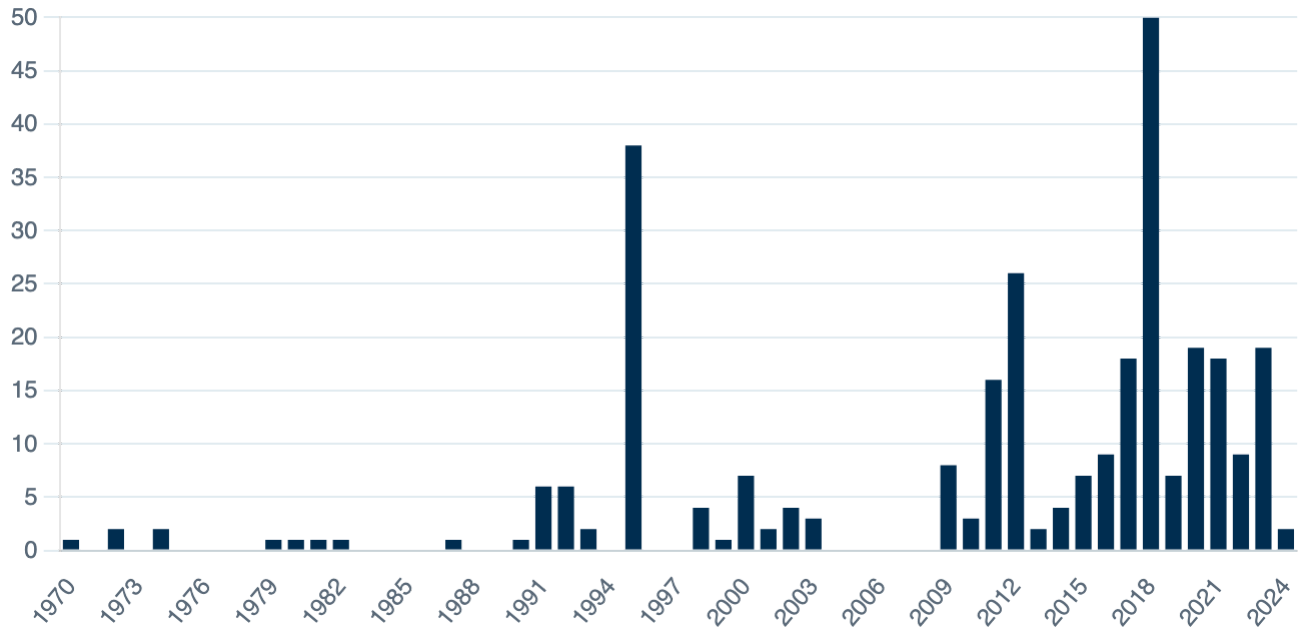
25
of 45 classes used

1925
first trademark filed

152
filed in the last 10 years

A portfolio built over time

Bosch filed its first South African trademark in 1925 and has filed 335 since; its busiest year was 2018, with 50 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

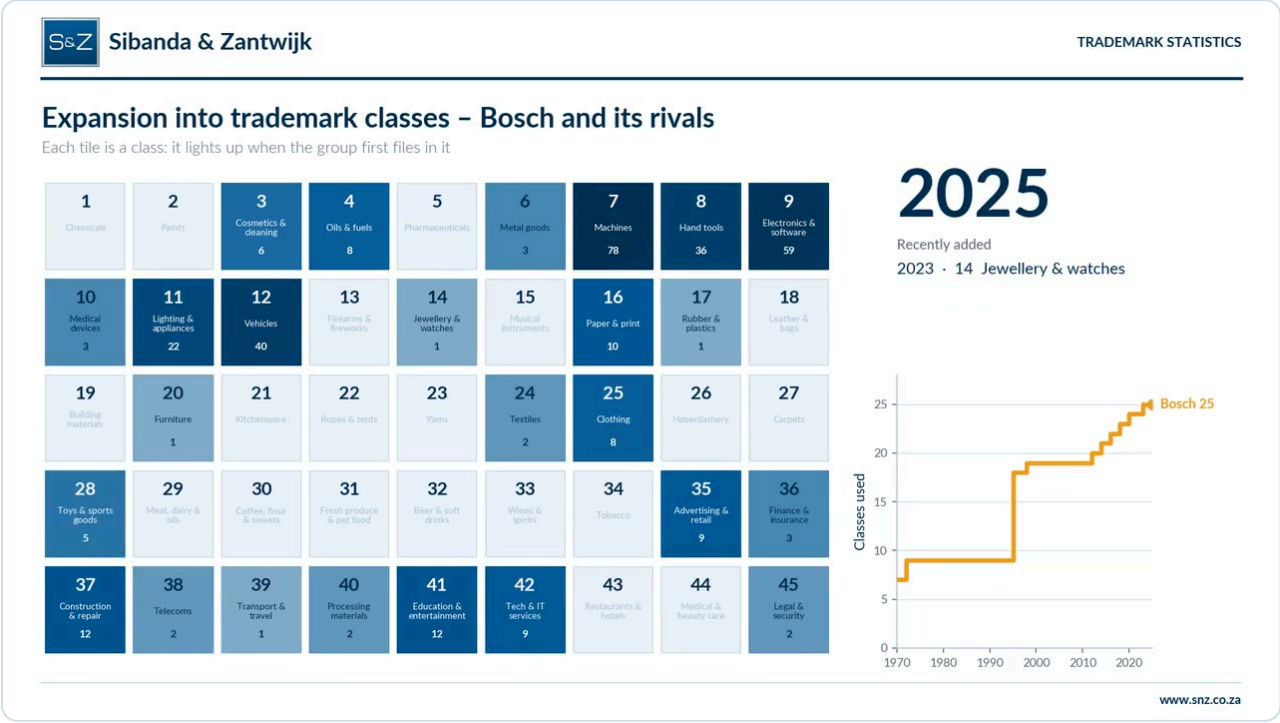
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Bosch	290	1925–2025
Robert Bosch Power Tools	51	1990–2022
Robert Bosch Tool	19	1961–2019
Robert Bosch Car Multimedia	3	2020–2020

Where Bosch expanded its business

Trademark classes show what a business sells. Bosch's portfolio is concentrated in machines (class 7), electronics & software (class 9), vehicles (class 12). Its most recent moves were into jewellery & watches (2023), transport & travel (2020), legal & security (2018).

Bosch trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bosch-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
7 Machines	78	23.3%	1925
9 Electronics & software	59	17.6%	1925
12 Vehicles	40	11.9%	1925
8 Hand tools	36	10.7%	1925
11 Lighting & appliances	22	6.6%	1925
37 Construction & repair	12	3.6%	1972
41 Education & entertainment	12	3.6%	1995
16 Paper & print	10	3.0%	1995

The brands Bosch protects most

The word marks and logo names Bosch has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	BOSCH	31	18	1938–2021
2	DIESEL-ELECTRIC	21	6	2003–2012
3	DESA	8	4	1961–1961
4	OIS	6	3	2011–2011
5	ROBERT BOSCH	5	5	1925–1925
6	AUTO CREW	4	4	2009–2009
7	AUTOCREW	4	4	2009–2009
8	FriendAssist	4	4	2018–2018
9	GLUESMART	4	4	2014–2014
10	HC CAR GO	4	4	2012–2012
11	HC-PARTS	4	4	2012–2012
12	LockAssist	4	4	2018–2018
13	POWER ALL 12 V SYSTEM	4	4	2020–2020
14	POWER ALL 18 V SYSTEM	4	4	2020–2020
15	POWER ALL 36 V SYSTEM	4	4	2020–2020

Logos filed most often (since 2020)



20 filings · 4 classes

11 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes



3 filings · 3 classes

2 filings · 2 classes



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class

1 filing · 1 class

Bosch's logos

The 13 different logos Bosch has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



4 classes

Performance Line CX

3 classes



3 classes

Intuvia

3 classes

Uphill Flow

3 classes

PowerMore

2 classes



1 class



1 class



1 class

Jet Blade

1 class



1 class



1 class

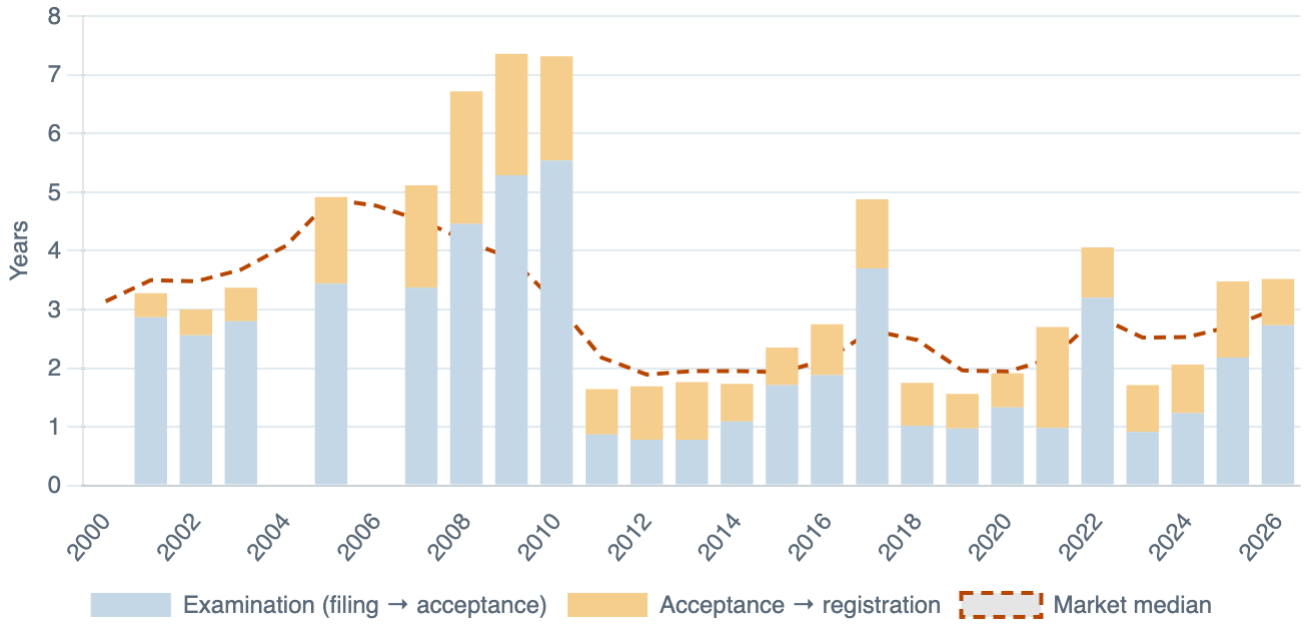
Kiox 400C

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Bosch's marks took a median of **3.4 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.7 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

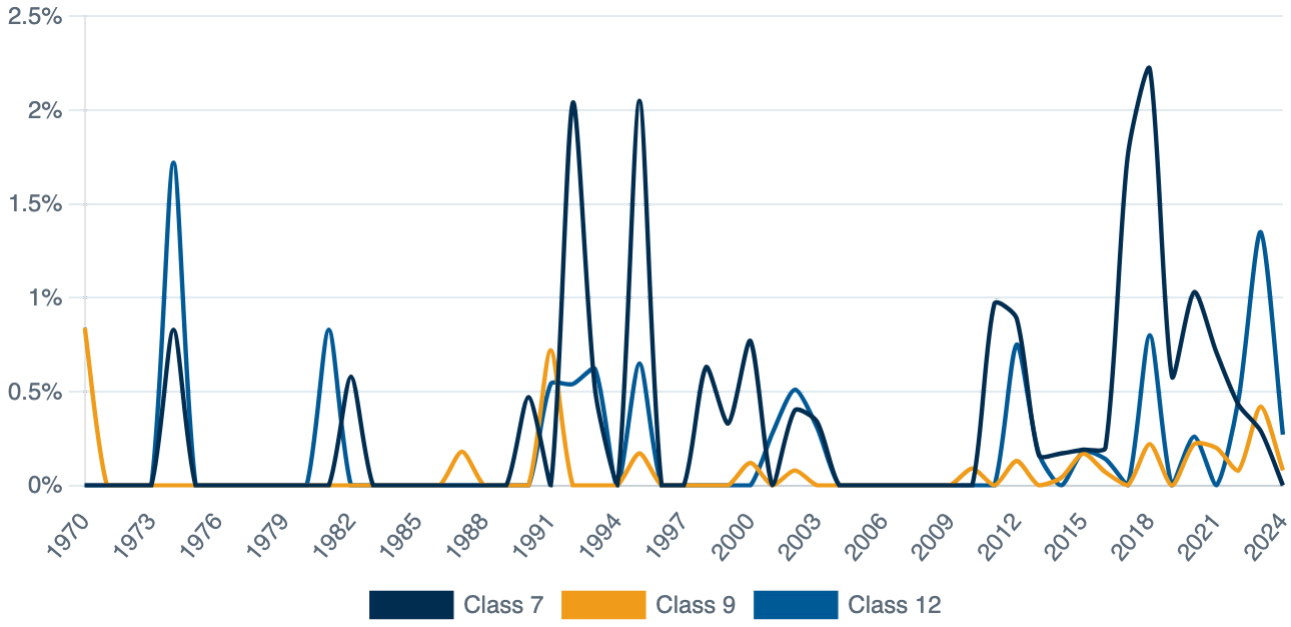


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Bosch's classes

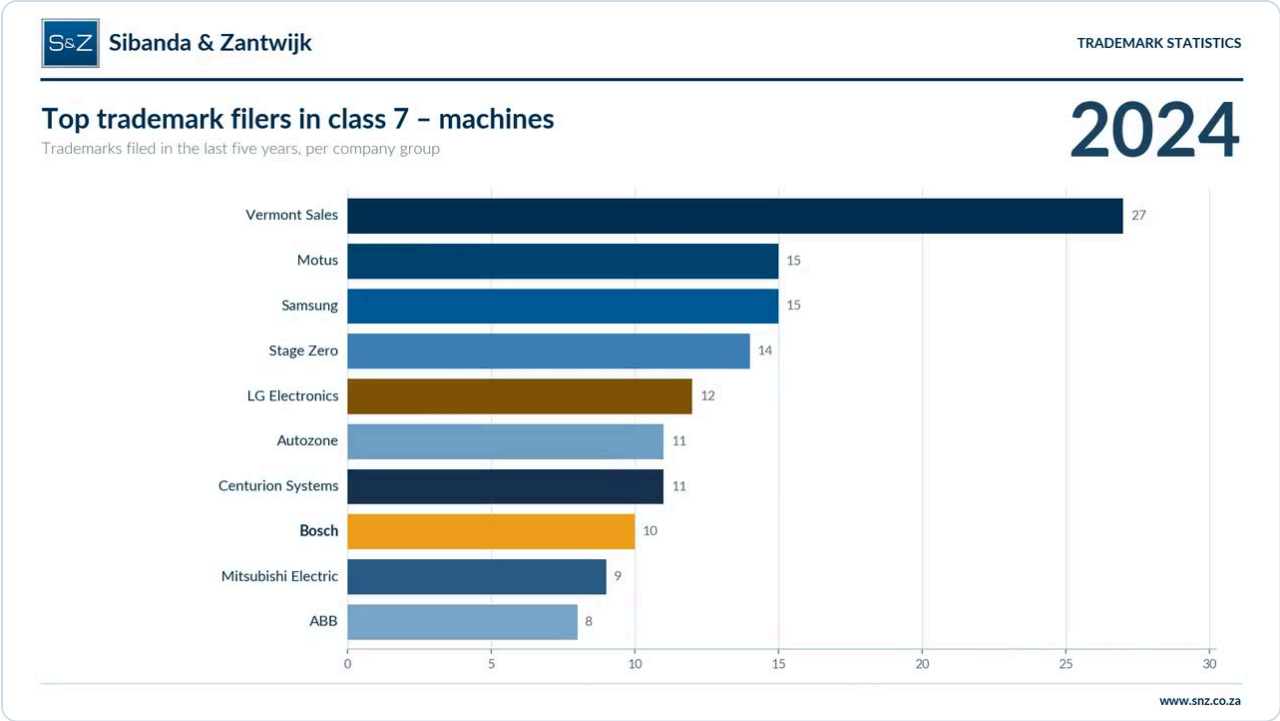
> Ranked by **number of trademarks filed in Bosch's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Bosch's market position, not who is most like it.

In the last five years, Bosch was **#8** of 1,185 filers in class 7 (machines), with 10 of 1,880 trademarks; **#19** of 4,926 filers in class 9 (electronics & software), with 21 of 10,252 trademarks; **#29** of 891 filers in class 12 (vehicles), with 10 of 2,078 trademarks.



Bosch's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 7 (machines), South Africa 1975–2024: Bosch

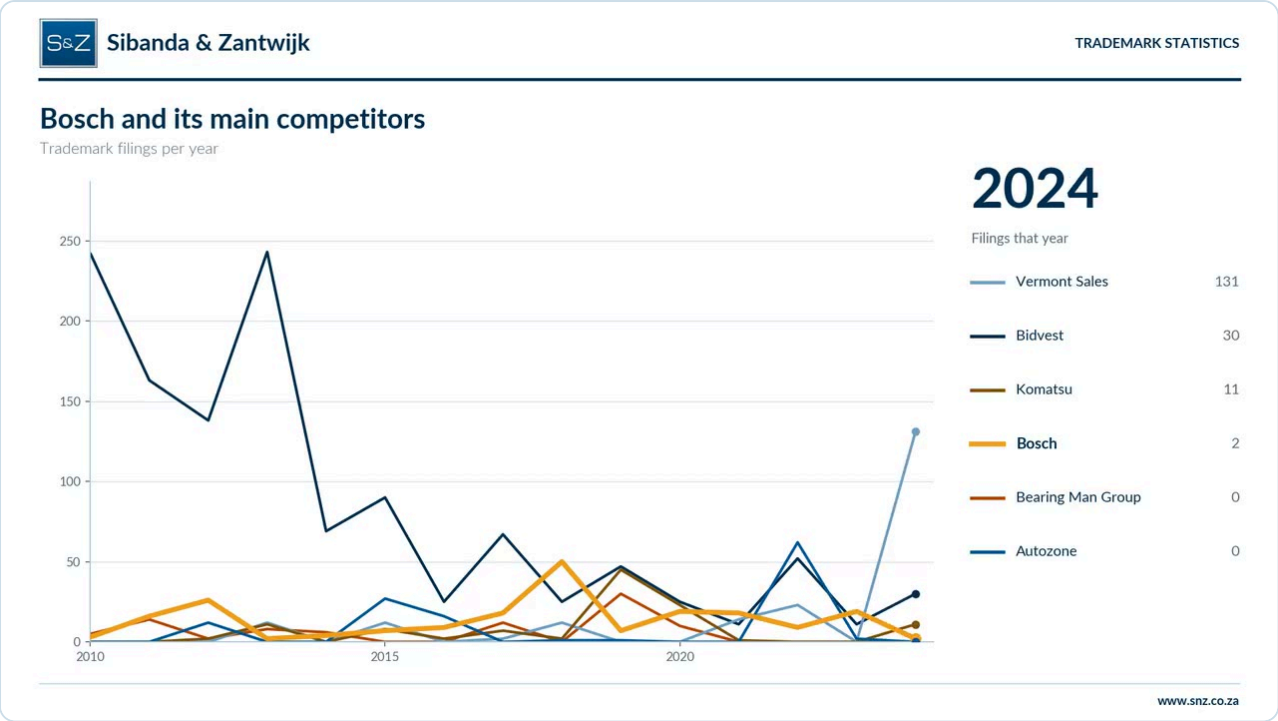


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bosch-south-african-trademarks/class-7-race-video.html

Main competitors – the companies most like Bosch

> Ranked by **how similar their whole trademark portfolio is to Bosch's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Bosch trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/bosch-south-african-trademarks/competitors-video.html

Trademark filings per year: Bosch (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Bidvest	–	76%
2	Bearing Man Group	–	72%
3	Vermont Sales	–	69%
4	Komatsu	–	69%
5	Autozone	–	68%
6	Ppg Industries Ohio	–	66%
7	Wang Family Investments	–	65%
8	Clalos	–	65%
9	ABB	–	64%
10	Brother Industries	–	64%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Bosch – relevant export countries

South Africa exported **US$24.8 billion** of the goods Bosch's main classes cover in the last year – machines; tools; electric; parts (class 7); computer software; batteries; computers; electric (class 9); bicycles; accessories; motors; brakes (class 12); hand-operated; tools; parts; accessories (class 8); heat guns; electric lamps; refrigerators; microwave ovens (class 11). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Bosch's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	80	US$9.2 billion	+1%	National	US$2,388
2	United States of America	70	US$2.2 billion	+4%	National	US$3,425
3	United Kingdom	64	US$1.9 billion	+2%	National	US$1,371
4	India	56	US$56 m	+8%	National	US$1,295
5	Türkiye	56	US$616 m	+14%	National	US$1,258
6	Canada	55	US$163 m	+0%	National	US$2,192
7	Australia	54	US$662 m	+2%	National	US$2,380
8	Hong Kong SAR	53	US$34 m	+0%	National	US$1,715
9	Russian Federation	51	US$22 m	+10%	National	US$1,915
10	Switzerland	51	US$210 m	+1%	National	US$1,660

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	OAPI (17 states)	46	US$356 m	+9%	National	US$1,563 S&Z
2	Nigeria	45	US$122 m	-7%	National	US$1,015 S&Z
3	Egypt	45	US$106 m	-0%	National	US$2,278
4	Morocco	44	US$37 m	+25%	National	US$1,408
5	Tanzania	43	US$216 m	+7%	ARIPO	US$450 S&Z
6	Namibia	43	US$1.1 billion	+17%	ARIPO	US$450 S&Z
7	Zimbabwe	42	US$932 m	+11%	ARIPO	US$450 S&Z
8	Algeria	41	US$9.4 m	+36%	National	US$1,445
9	Malawi	40	US$162 m	+32%	ARIPO	US$450 S&Z
10	Lesotho	40	US$246 m	+27%	National	US$326

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
BOSCH	18	US$3,654	US$3,964
DIESEL-ELECTRIC	6	US$1,218	US$1,748
DESA	4	US$812	US$1,378
OIS	3	US$609	US$1,194
ROBERT BOSCH	5	US$1,015	US$1,563

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Bosch's five most-filed brands: word marks of **other companies** (not Bosch's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to BOSCH (classes 7, 8, 9, 11, 12; searched 2025-07-30 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to DIESEL-ELECTRIC (classes 4, 7, 9, 11, 12, 35; searched 2018-02-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to DESA (classes 7, 9, 11, 12; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to OIS (classes 3, 7, 8; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to ROBERT BOSCH (classes 7, 8, 9, 11, 12; searched 2022-07-27 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

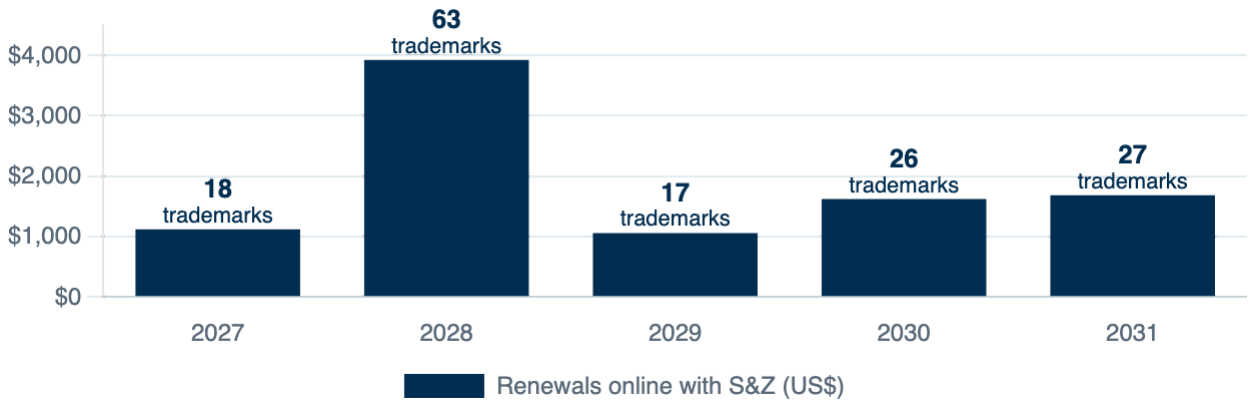
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Bosch's next five years of renewals

151 of Bosch's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$9,406 over the five years.



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