PRESS INFORMATION

Bosch Rexroth welcomes ten thousandth visitor to its model factory in Ulm

Manuela Kessler | 10.12.2025 | Lohr am Main / Germany | PI 056/25

Bosch Rexroth welcomes its ten thousandth visitor to the model factory at its customer and innovation center in Ulm. (Image source: Bosch Rexroth AG)

On December 9, 2025, Bosch Rexroth welcomed the ten thousandth visitor to the model factory to its customer and innovation center CU.BE in Ulm. Company representatives from Procter & Gamble, one of the world's largest consumer goods manufacturers, came to the 500 square meter exhibition area to find out about new manufacturing technologies and automation solutions such as the ctrlX FLOW6D contactless transport system.

With its customer and innovation center in Ulm, Bosch Rexroth has been pooling its expertise in factory automation, industrial hydraulics and mobile machinery since September 2021 and offers visitors an insight into the current state of the art and future innovations. One of the two buildings houses the approx. 500 square meter model factory. Here, the company demonstrates in an exemplary value stream how existing production environments can be flexibly adapted to new challenges using Rexroth technology.

On December 9, 2025, around four years after opening, Bosch Rexroth welcomed the ten thousandth visitor to its model factory. Company representatives from consumer goods manufacturer Procter & Gamble used the visit to the CU.BE to find out about new manufacturing technologies. Tobias Gerhard, Senior Business Development Manager Consumer Goods at Bosch Rexroth, presented, for example, solutions from the automation platform ctrlX AUTOMATION and the planar system ctrlX FLOW6D for contactless high-performance transport and positioning.

Picture description: Bosch Rexroth welcomes its ten thousandth visitor to the model factory at its customer and innovation center in Ulm. Janette Kothe, Location Manager Ulm (5th from left), Ulrich Dittmaier (far right), Overall Project Manager Model Factory 4.0, Tobias Gerhard (4th from left), Senior Business Development Manager Consumer Goods, and other company representatives from Bosch Rexroth (1st to 3rd from left) with the group of visitors from Procter & Gamble (6th to 10th from left) (Image source: Bosch Rexroth AG)

Basic Information Bosch Rexroth

As one of the world’s leading suppliers of drive and control technologies, Bosch Rexroth ensures efficient, powerful and safe movement in machines and systems of any size. The company bundles global application experience in the market segments of Mobile and Industrial Applications as well as Factory Automation. With its intelligent components, customized system solutions, engineering and services, Bosch Rexroth is creating the necessary environment for fully connected applications. Bosch Rexroth offers its customers hydraulics, electric drive and control technology, gear technology and linear motion and assembly technology, including

software and interfaces to the Internet of Things. With locations in over 80 countries, around 32,600 associates generated sales revenue of 6.5 billion euros in 2024.

Basic Information Bosch

The Bosch Group is a leading global supplier of technology and services. It employs roughly 418,000 associates worldwide (as of December 31, 2024). The company generated sales of 90.3 billion euros in 2024. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 490 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch's innovative strength is key to the company's further development. At 136 locations across the globe, Bosch employs some 87,000 associates in research and development.

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