

RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers



Best Performing Hammer in its Class

Strictly Confidential

Bosch Power Tools



BOSCH

RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers

Product Walk Around – RH540M (SDS-max®) / RH540S (spline)

Vario-lock

Rotates and locks chisel into 12 different positions to optimize working angles

Selector knob:

Select between hammer drilling, chiseling only and the Vario-Lock function

SDS-max®

Tool-free bit changes with automatic bit locking, dust protection and maximum impact energy transfer rate

Best in class Impact Energy: *

Impact energy of 6.1 ft lbs provides maximum productivity in all day drilling and chiseling applications

Variable Speed Dial:

For controlled drilling and chiseling applications

Service Minder Brushes:

Indicates when preventative maintenance is required



* New EPTA measurement guidelines
Based on internal testing

Unique Selling Proposition – RH540M / RH540S



Best In Class Performance

- At 6.1 ft lbs impact energy (EPTA*), it's the hardest hitting, fastest drilling SDS-max® hammer in the 1-9/16" class.
 - 40% better than 11240/11247



Variable Speed Dial

- For controlled drilling and chiseling applications

* New EPTA (European Power Tool Association) measurement guidelines
Based on internal testing

RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers

Competitive overview – Large Rotary Hammers

	 BOSCH	 HILTI	 Makita	 DEWALT	HITACHI
2" Rotary Hmrs	Premium max / spline  11245EVS	max only  TE80 ATC/AVR	max / spline  HR5210C	max / spline  D25730K w/ CTC	max / spline  DH50MRY
	Basic				
1-5/8" - 1-7/8" Rotary Hamrs	Premium  RH850VC 1-7/8" New	 TE70 ATC	 HR4510C	 D25712K CTC	
	Basic  RH745 1-3/4" 08'14				 DH45MR
1-9/16" Rotary Hamrs	Premium  11264EVS / 11265EVS	 TE60 ATC/AVR	 HR4010C	 D25602K CTC	 DH40MRY / DH40FR
	Basic  RH540M / RH540S 02'14	 TE60	 HR4001C / HR4041C	 D25551k / D25651k	 DH38YE2
	 TE50	 HR4002			

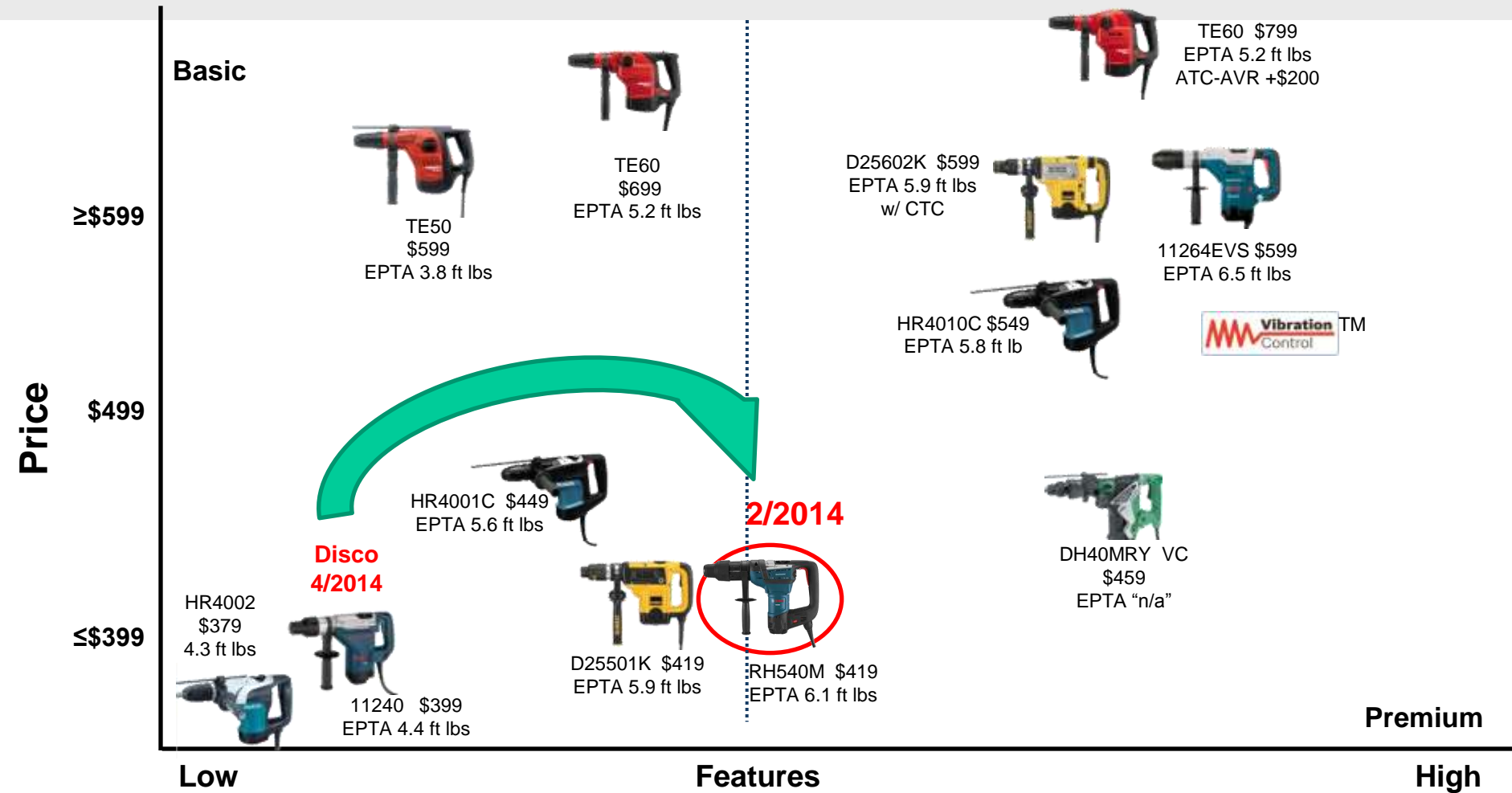
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RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers

Product Landscape – 1-9/16" SDS-max® Rotary Hammers



New RH540M and 11264EVS with best in class impact energy

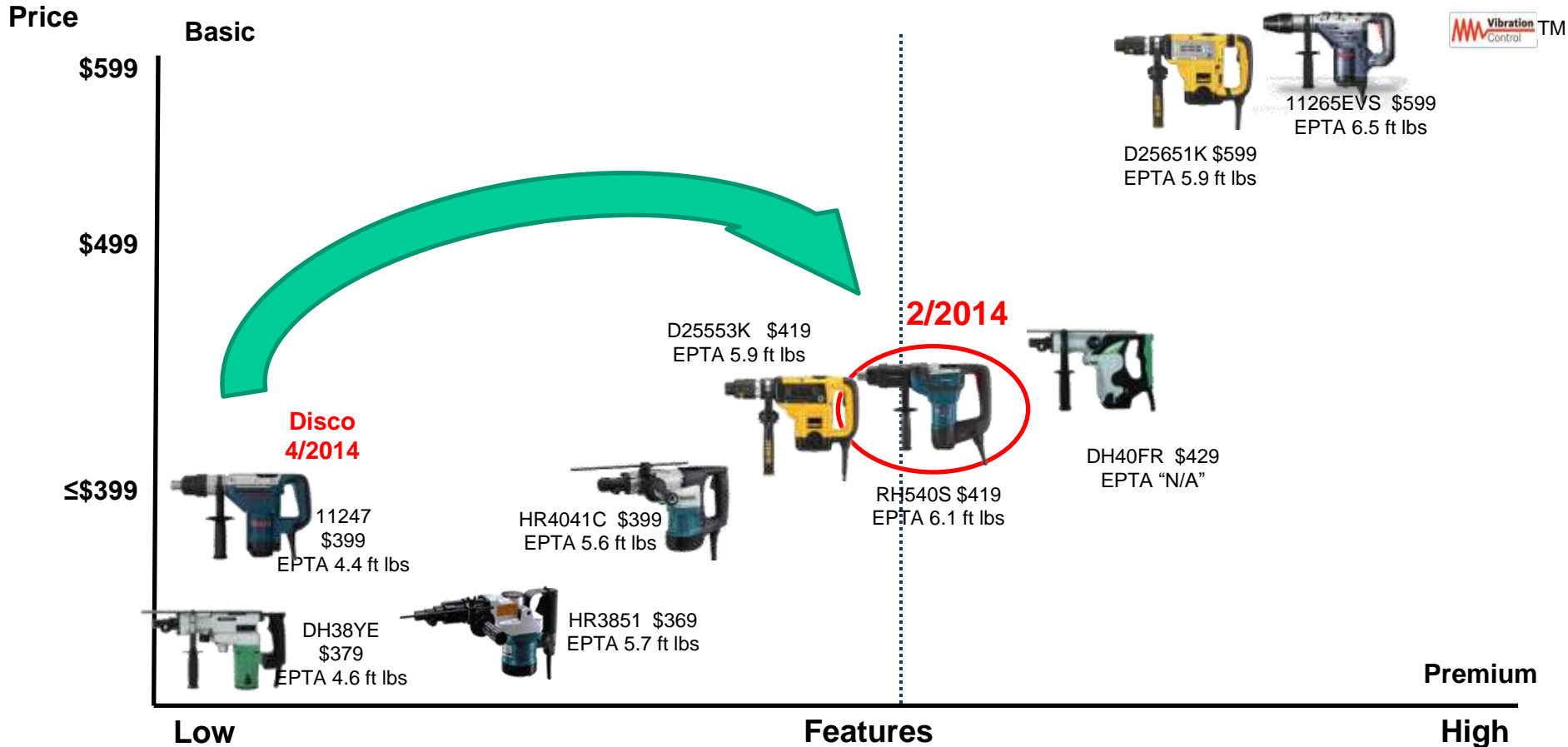
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RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers

Product Landscape – 1-9/16" Spline Rotary Hammers



New RH540S and 11265EVS with best in class impact energy

Bosch Power Tools



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RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers

Product Comparison

RH540M /
RH540S



11240 /
11247



Amps	12.0	10.0
Impact energy – ft lbs * (new EPTA guidelines)	6.1	4.4
RPM	170-340	400
BPM	1500-2900	3000
Variable Speed Dial	Yes	No
Weight (Lbs)	15.2 / 15.0	13.2
Length	19.0	17.5
Avg Retail	\$419	\$399

Comparison vs. Predecessor:

Pros

Approx 40% more impact energy *
20% more power
Up to 50% faster drilling (1" bits)

Variable speed – for controlled
chiseling and drilling applications

* EPTA guidelines; Based on internal testing



RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers

Product Comparison



	Bosch RH540M RH540S	DeWalt D25501K (max) D25553K (spline)
Amps	12.0	12.0
Impact energy – ft lbs * (new EPTA guidelines)	6.1	5.9
RPM	170-340	490
BPM	1500-2900	3300
Variable Speed Dial	Yes	No
Weight (Lbs)	15.2 / 15.0	13.6
Length	18.0	18.6
Avg Retail	\$419	\$419

Comparison vs. Competitor:

Pros

3% More Impact Energy

Variable Speed for controlled drilling and chiseling applications

* EPTA guidelines; Based on internal testing



RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers

Product Comparison

Bosch
RH540M / RH540S



Makita
HR4002, HR4041C



Amps	12.0	10.0	12.0
Impact energy – ft lbs * (new EPTA guidelines)	6.1	5.3	EPTA ?
RPM	170-340	0-680	230-460
BPM	1500-2900	0-2500	3000
Variable Speed Dial	Yes	Yes	Yes
Tool Holder	Max / Spline	Max	Spline
Weight (Lbs)	15.2 / 15.0	13.7	13.7
Length	19.0	18.0	16.9
Avg Retail	\$419	\$379	\$399

Comparison vs. Competitor:

Pros

Up to 17% more impact energy

Up to 5% Faster Drilling vs HR4002

UP to 20% faster Drilling vs HR4041C

* EPTA guidelines; Based on internal testing



RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers

Product Comparison



	Bosch RH540M	Hilti TE 50
Amps	12.0	~ 9.1
Impact energy – ft lbs * (new EPTA guidelines)	6.1	3.8
RPM	170-340	0-555
BPM	1500-2900	0-3180
Variable Speed Dial	Yes	No
Weight (Lbs)	15.2	12.6
Length	19.0	18.2
Avg Retail	\$419	\$599

Comparison vs. Competitor:

Pros

Up to 60% more impact energy

30% Lower Price

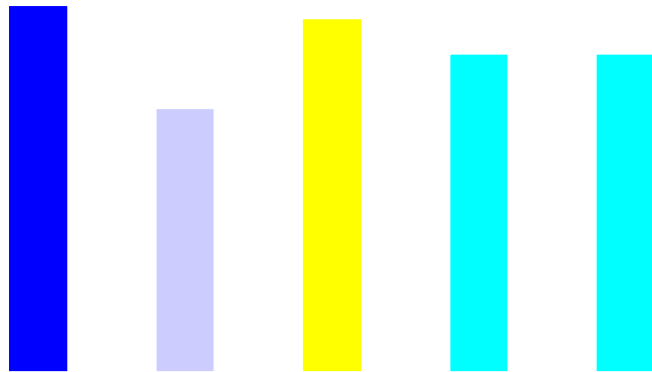
* EPTA guidelines; Based on internal testing



RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers

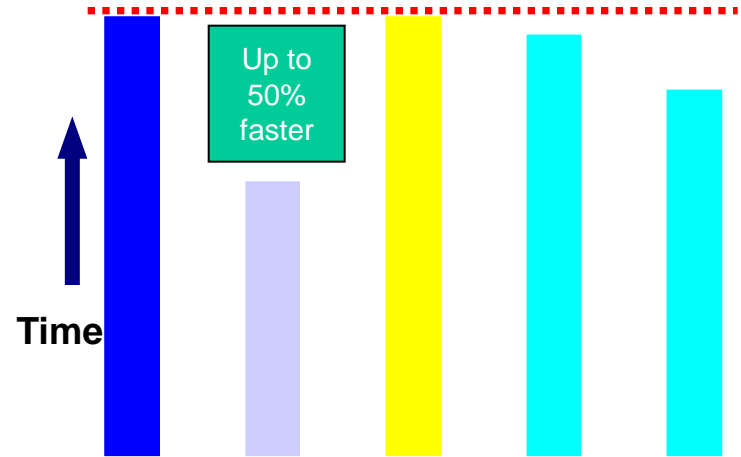
Performance *

Impact Energy * (Ft Lbs)



RH540: Up to 40% more than 11240
Up to 17% > Makita
Up to 4% > DeWalt

Drilling Speed 1" Diameter Bits



RH540: Up to 50% faster vs 11240
Up to 4% / 20% vs Makita

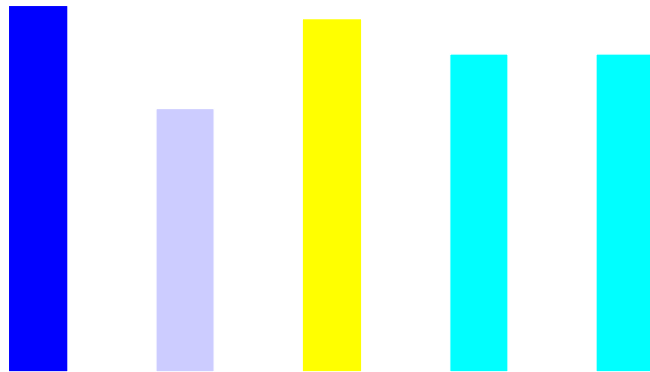
* Based on internal testing
Impact Energy per EPTA Guidelines

RH540M / RH540S - Best in Class Performance

RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers

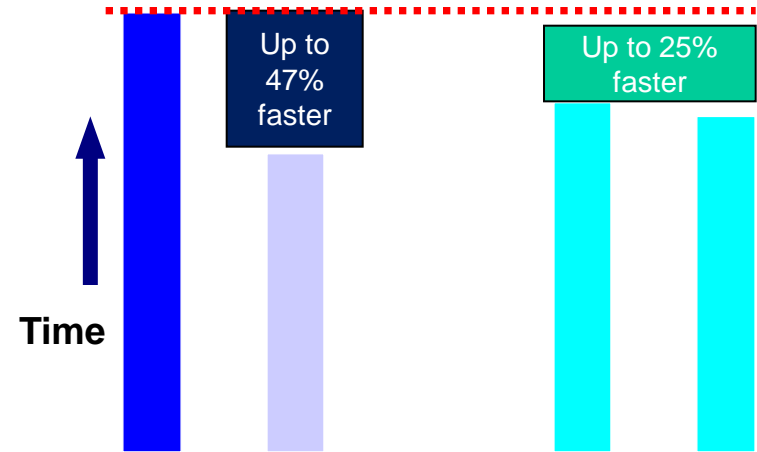
Performance *

Impact Energy * (Ft Lbs)



RH540: Up to 40% more than 11240
Up to 17% > Makita
Up to 4% > DeWalt

Concrete Removal (kg / hour)









RH540: Up to 47% more vs 11240
Up to 25% vs Makita

* Based on internal testing
Impact Energy per EPTA Guidelines

RH540M / RH540S - Best in Class Performance

RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers







Competitive Comparisons

	Bosch	Bosch	Hilti	Makita	DeWalt	Milw
						
Model Number	RH540M	11240	TE50	HR4002	D25501K	5317-21
Drilling Capacity	1-9/16"	1-9/16"	1-9/16	1-9/16	1-9/16	1-9/16
AMP Rating	12.0	10.0	9.1	10.0	12.0	10.5
Impact Energy (Ft./Lbs.) - EPTA	6.1	4.4	3.8	5.2 *	5.9 *	5.5
RPM	170-340	400	0-555	0-680	490	450
BPM	1500-2900	3,000	0-3180	0-2500	3,300	3,000
Modes of Operation	2	2	2	2	2	2
Variable Speed / electronics	Yes	No	Yes	Yes	No	electronics
Reversing	No	No	No	No	No	No
Tool Holder	SDS-max	SDS-max	SDS-max	SDS-max	SDS-max	SDS-max
Vario-Lock™	12	12	Yes	Yes	Yes	Yes - 12
Service Minder	Brushes	Brushes	Brushes	Brushes	Brushes	n/a
Softgrip	Yes	Yes	Yes	Yes	Yes	Yes
Length (In.)	19.0	17.3	18.2	18.0	18.6	17.75
Weight (Lbs.)	15.2	13.2	12.6	13.7	13.6	15.0
Core Bit Capacity	4"	4"	2"	4-1/8	4	4
Avg Retail	\$419	\$399	\$699	\$379	\$399	\$399
* Per DeWalt / Makita UK website						



RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers

Competitive Comparisons

	Bosch	Bosch	DeWalt	Makita	Makita	Hitachi
						
Model Number	RH540S	11247	D25553K	HR4041C	HR3851	DH38YE2
Drilling Capacity	1-9/16"	1-9/16"	1-9/16"	1-9/16"	1-1/2"	1-1/2"
Core Bit Capacity	4"	4"	4"	4-5/8"	4-5/8"	4-1/8"
AMP Rating	12.0	10.0	11.0	12.0	10.0	8.4
RPM	170-340	400	490	230-460	240	510
BPM	1500-2900	3,000	3300	1300 - 2600	2,900	2,800
Impact Energy (Ft./Lbs.) - EPTA	6.1	4.4	5.9 *	n/a	5.7 *	5.9
Modes of Operation	2	2	2	2	2	2
Variable Speed	No	No	Yes	Yes	No	No
Reversing	No	No	No	No	No	No
Tool Holder	Spline	Spline	Spline	Spline	Spline	Spline
Vario-Lock™	12	12	No	No	No	No
Service Minder	Brushes	Brushes	Brushes	Brushes	Brushes	Brushes
Softgrip	Yes	Yes	Yes	Yes	No	Yes
Length (In.)	19.0	17.3	18.6	16.9	17.5	16.3
Weight (Lbs.)	15.0	13.6	14.0	13.7	16.5	14.1
Avg Retail	\$419	\$399	\$399	\$399	\$399-\$429	\$379
* Per DeWalt / Makita UK website						

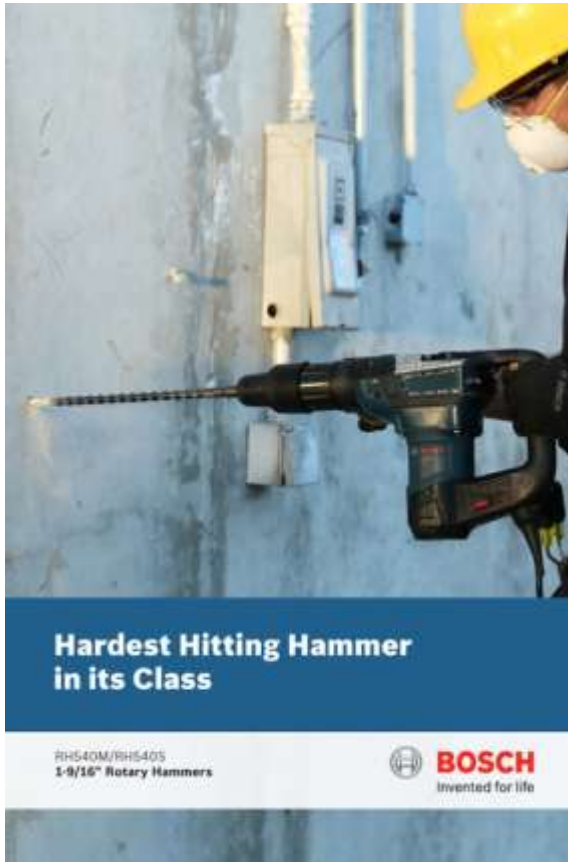


Marketing Support

Sell Sheets (Iron Mountain #2013-148)

Spanish Sell Sheet (Iron Mountain # 2013-148SP)

Hang Tag



RH540M
1-9/16" SDS-max® Rotary Hammer

 **BOSCH**
Invented for life

12 AMPS 

- ▶ 170–340 RPM; 1,500–2,900 BPM
- ▶ 6.1 ft.-lbs. Impact Energy (EPTA)*
- ▶ Hammer Selector Dial – Easily converts from hammer drilling to chiseling

*EPTA (European Power Tool Association) [not institute] guidelines for consistent measurements



RH540S
1-9/16" Spline Rotary Hammer

 **BOSCH**
Invented for life

12 AMPS 

- ▶ 170–340 RPM; 1,500–2,900 BPM
- ▶ 6.1 ft.-lbs. Impact Energy (EPTA)*
- ▶ Hammer Selector Dial – Easily converts from hammer drilling to chiseling

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RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers

Pricing Information

Model #	Description	10-Digit #	Suggested Industry Price	50% Off Suggested Industry Price	Premier
RH540M	1-9/16 SDS-max® Rotary Hammer	0 611 269 010	\$790.00	\$395.00	\$375.25
RH540S	1-9/16 Spline Rotary Hammer	0 611 269 110	\$790.00	\$395.00	\$375.25

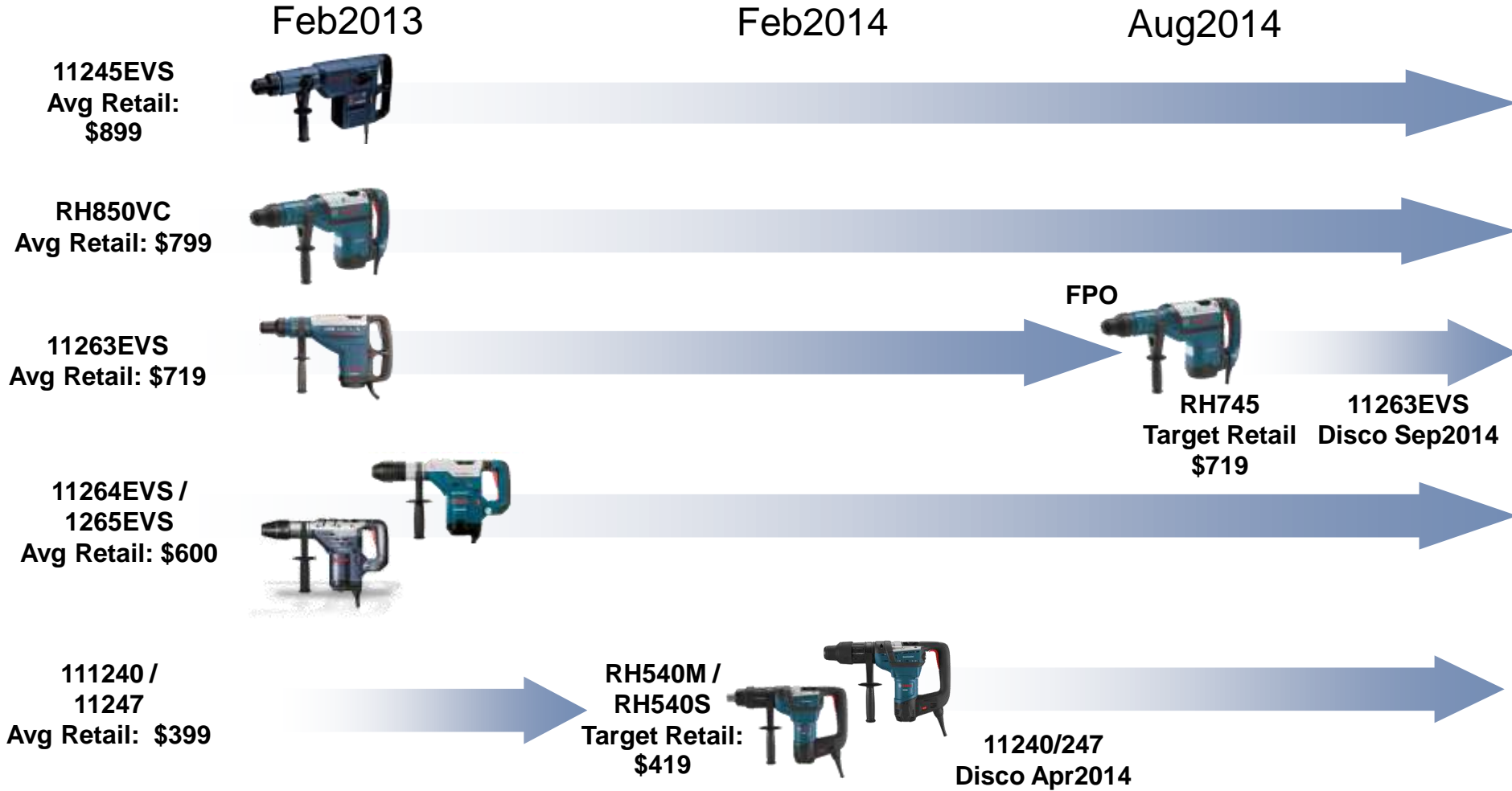
Set-Up Information

Model #	Tool Weight (lbs)	Pack Weight (lbs)	Pkg Qty	UPC	Packaging Dimensions	Cube (ft)	Pallet Qty	Pallet Cube (ft)	Harmonized Tariff No.	Country of Origin
RH540M	15.2	25.1	1	000346456127	24.75 x 16.75 x 6.0	1.44	24	34.5	8467.29.0080	China
RH540S	15.0	24.9	1	000346456158	24.75 x 16.75 x 6.0	1.44	24	34.5	8467.29.0080	China



RH540M/RH54S 1-9/16" SDS-max® and Spline Rotary Hammers

Timeline - 2013



Frequently Asked Questions

Why is the RH540 so much better than the 11240/247?

- At 12 amps and 6.1 ft lbs impact energy,, the RH540 has 40% more impact energy and 20% more power than the 11240 resulting in up to 50% faster drilling (1" bits) and up to 40% more concrete removal.

We keep seeing EPTA for impact energy. What is this?

EPTA stands for European Power Tool Association which has adopted a consistent practice for measuring impact energy. While this is regulated in Europe (most of the major brands follow it), it is not regulated in the U.S. However, BNA is adopting the EPTA method for consistency and transparency worldwide. Hilti also follows EPTA .

For DeWalt and Makita, EPTA comparable measurements can be found on their UK websites. Based on ongoing verification, both DeWalt and Makita impact energy figures are radically different between the UK and the U.S. for comparable tools. In addition, feedback through legal indicates that DeWalt has no intentions of following EPTA outside of Europe.

I noticed DeWalt's comparable tool has about the same drilling performance as the RH540.

This can be true for drilling applications...but not for chiseling. For drilling, a higher RPM can compensate somewhat for less impact energy. However, maximum impact energy is required for chiseling applications and also is the basis for better durability..

Why is variable speed important?

- Variable speed allows the contractor to control the start-up of the drilling (or chiseling) application. At full speed, sometimes the drill bit (or chisel) can travel on the work piece, potentially marring the surface. In some situations, the contractor needs to prevent this and make sure the drilling or chiseling is in the precise location.



**If you have any further questions,
please feel free to contact me**

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