



BOSCH

**THIS IS WHAT
RELIABILITY
LOOKS LIKE**
JOBSITE PROVEN

GSR/GSB18V-535C
18V EC Brushless Connected-Ready
Compact Tough ½ In. Drill/Driver and
Hammer Drill/Driver
Product Launch



TABLE OF CONTENTS

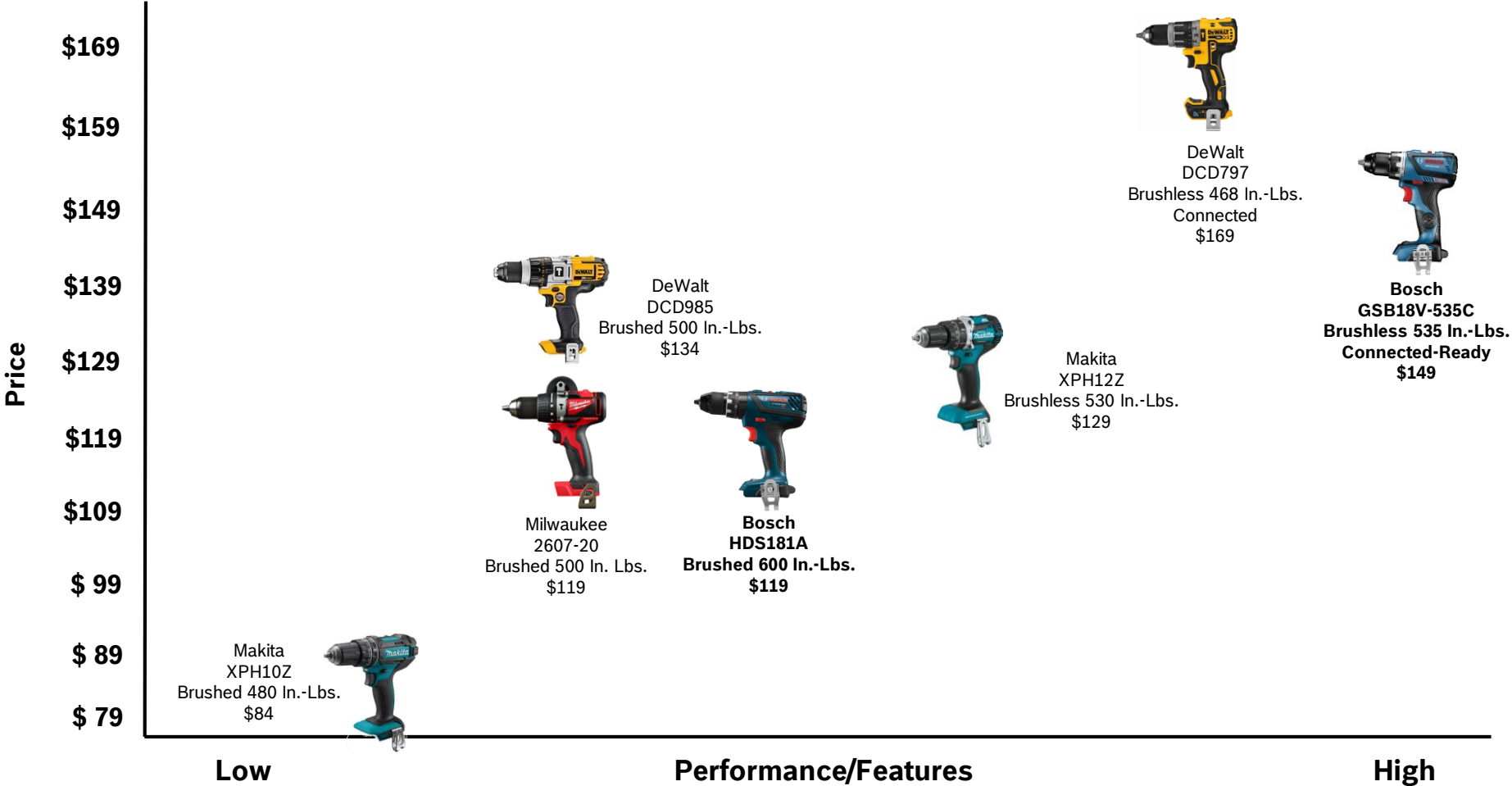
- Market Overview
- Features & Benefits
- Why Bosch
- Target Users & Applications
- Competitive Comparisons
- Marketing Support
- Frequently Asked Questions



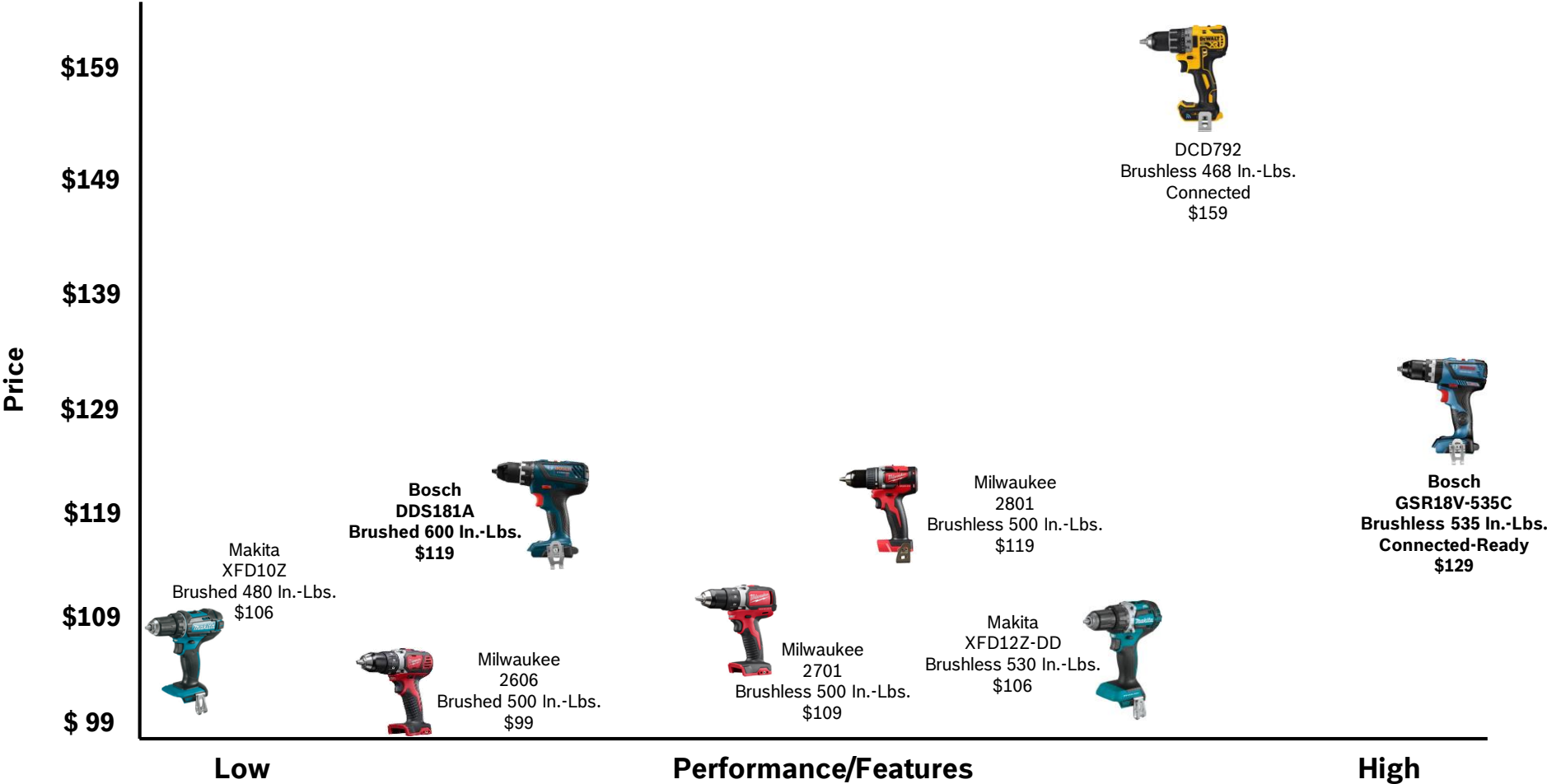
MARKET OVERVIEW



Product Landscape - Hammer Drills (Bare Tool)



Product Landscape – Drill/Drivers (Bare Tools)



FEATURES & BENEFITS



GSR18V-535C

COMPACT TOUGH DESIGN

Compact design that completes the toughest jobs

UPGRADED ALL-METAL CHUCK

For more durability, along with first-rate bit retention

OUTSTANDING CONTROL

Variable drilling speeds for high-speed (0-1,900 rpm) and high power (0-600 rpm)

PRECISION CLUTCH WITH 20+1 SETTINGS

Provides driving accuracy for reduced fastener damage

DRILL-AREA LED WITH FEEDBACK

Illuminates dark zones; provides tool-status change feedback



EC BRUSHLESS MOTOR

Efficient motor for a tool that weighs just 2.5 Lbs. (tool only) but delivers 535 In.-Lbs. of torque with a long lifetime

KICKBACK CONTROL

Reduces the risk from sudden rotational torque reaction in a bind-up scenario

ERGONOMIC GRIP ZONE

Soft grip and improved design enables better handling and greater comfort

BLUETOOTH® CONNECTIVITY

Uses an optional Connected Tool Module to link the tool to both the Toolbox app on a connected device to customize settings and Bluebound to track the location of the tool

ELECTRONIC MOTOR AND CELL PROTECTION

Reduce the risk of the motor and the battery overloading or overheating

LONGER BELT CLIP

For a more secure hold



Features / Benefits

Model : GSR18V-535CN
Predecessor Model #: DDS183
Date Available: June 2019
Includes: 18V EC Brushless Connected-Ready Compact Tough ½ in. Drill/Driver, 4x Bit Holder, (4) Bits, Belt Clip



- ✓ **Bluetooth® Connectivity** – Uses optional Connected Tool Module to link the tool to both the Toolbox app on a connected device to customize settings and Bluehound to track the location of the tool
- ✓ **KickBack Control** – Reduces the risk from sudden rotational torque reaction in a bind-up scenario
- ✓ **EC Brushless Motor** – Efficient motor for a tool that weighs just 2.5 Lbs. (tool only) but delivers 535 In.-Lbs. of torque with a long lifetime
- ✓ **Precision Clutch with 20+1 Settings** – Provides driving accuracy for reduced fastener damage
- ✓ **Upgraded All-Metal Chuck** – For more durability, along with first-rate bit retention
- ✓ **Compact Tough Design** – Compact design that completes the toughest jobs
- ✓ **Outstanding Control** – Variable drilling speeds for high-speed (0-1,900 rpm) and high power (0-600 rpm)
- ✓ **Ergonomic Grip Zone** – Soft grip and improved design enables better handling and greater comfort
- ✓ **Electronic Motor and Cell Protection** – Reduce the risk of the motor and the battery overloading or overheating
- ✓ **Longer Belt Clip** – For a more secure hold
- ✓ **Drill-Area LED with Feedback** – Illuminates dark zones; provides tool-status change feedback

SPECIFICATIONS

Rating	18V
No Load Speed 1	0-600/min
No Load Speed 2	0-1,900/min
MAXIMUM CAPACITIES	
Chuck Size	½ "
Clutch Settings	20 + 1
Drilling Metal	½ "
Drilling Wood	1-1/2 "
Drilling Masonry	½ "
Weight	2.5 Lbs.
Bluetooth®	Bluetooth® 4.1 (Low Energy)
Signal Interval	8s
Signal Range	98 Ft.



GSB18V-535C

COMPACT TOUGH DESIGN

Compact design that completes the toughest jobs

OUTSTANDING CONTROL

Variable drilling speeds for high-speed (0-1,900 rpm), high power (0-600 rpm) and beats per minute (28,500)

UPGRADED ALL-METAL CHUCK

For more durability, along with first-rate bit retention

PRECISION CLUTCH WITH 20+1 SETTINGS

Provides driving accuracy for reduced fastener damage

DRILL-AREA LED WITH FEEDBACK

Illuminates dark zones; provides tool-status change feedback



EC BRUSHLESS MOTOR

Efficient motor for a tool that weighs just 2.7 Lbs. (tool only) but delivers 535 In.-Lbs. of torque with a long lifetime

KICKBACK CONTROL

Reduces the risk from sudden rotational torque reaction in a bind-up scenario

ERGONOMIC GRIP ZONE

Soft grip and improved design enables better handling and greater comfort

BLUETOOTH® CONNECTIVITY

Uses an optional Connected Tool Module to link the tool to both the Toolbox app on a connected device to customize settings and Bluehound to track the location of the tool

ELECTRONIC MOTOR AND CELL PROTECTION

Reduce the risk of the motor and the battery overloading or overheating

LONGER BELT CLIP

For a more secure hold



18V EC BRUSHLESS CONNECTED-READY COMPACT TOUGH ½ IN. DRILL/HAMMER DRILL/DRIVER PRODUCT LAUNCH

Features / Benefits

Model: GSB18V-535CN (June 2019)
 GSB18V-535CB15 (February 2019)
 GSB18V-535CB25 (June 2019)

Predecessor Model #: HDS183

Includes:

GSB18V-535CN: 18V EC Brushless Connected-Ready Compact Tough ½ In. Hammer Drill/Driver, 4x Bit Holder, (4) Bits, Belt Clip

GSB18V-535CB15: 18V EC Brushless Connected-Ready Compact Tough ½ In. Hammer Drill/Driver, (1) 18V CORE18V Lithium-Ion 4.0 Ah Compact Battery, 18V Charger, 4x Bit Holder, (4) Bits, Belt Clip, Carrying Bag

GSB18V-535CB25: 18V EC Brushless Connected-Ready Compact Tough ½ In. Hammer Drill/Driver, (2) 18V CORE18V Lithium-Ion 4.0 Ah Compact Batteries, 18V Charger, 4x Bit Holder, (4) Bits, Belt Clip, Carrying Bag



- ✓ **Bluetooth® Connectivity** – Uses optional Connected Tool Module to link the tool to both the Toolbox app on a connected device to customize settings and Bluehound to track the location of the tool
- ✓ **KickBack Control** – Reduces the risk from sudden rotational torque reaction in a bind-up scenario
- ✓ **EC Brushless Motor** – Efficient motor that delivers 535 In.-Lbs. of torque with a long lifetime
- ✓ **Precision Clutch with 20+1 Settings** – Provides driving accuracy for reduced fastener damage
- ✓ **Upgraded All-Metal Chuck** – For more durability, along with first-rate bit retention
- ✓ **Compact Tough Design** – Compact design that completes the toughest jobs
- ✓ **Great Beat-to-Weight Ratio** – At just 2.7 Lbs. (tool only), this tool delivers 0-28,500 beats per minute (bpm)
- ✓ **Outstanding Control** – Variable drilling speeds for high-speed (0-1,900 rpm), high power (0-600 rpm) and beats per minute (28,500)
- ✓ **Ergonomic Grip Zone** – Soft grip and improved design enables better handling and greater comfort
- ✓ **Electronic Motor and Cell Protection** – Reduce the risk of the motor and the battery overloading or overheating
- ✓ **Longer Belt Clip** – For a more secure hold
- ✓ **Drill-Area LED with Feedback** – Illuminates dark zones; provides tool-status change feedback
- ✓ **Works with Bosch PRO+GUARD™ Dust Solutions** – An end-to-end dust collection system that helps users move toward OSHA silica dust compliance

SPECIFICATIONS

Rating	18V
No Load Speed 1	0-600/min
No Load Speed 2	0-1,900/min
Beats per Minute	28,500
MAXIMUM CAPACITIES	
Chuck Size	½ "
Clutch Settings	20 + 1
Drilling Metal	½ "
Drilling Wood	1-1/2 "
Drilling Masonry	½ "
Weight	2.7 Lbs.
Bluetooth®	Bluetooth® 4.1 (Low Energy)
Signal Interval	8s
Signal Range	98 Ft.



Bluetooth® Connectivity

GCY30-4 Connectivity Tool Module

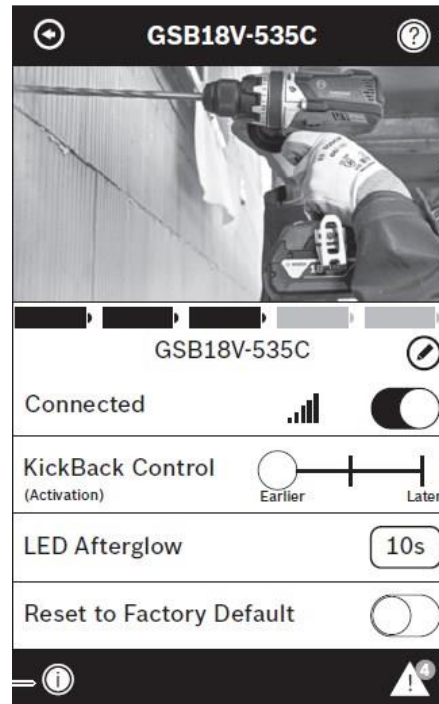
When inserted into GSR/GSB18V-535C Connected-Ready drills with a CR2032 coin cell, the user has access to customized controls through the Bosch Toolbox app and tool tracking/management through Bluehound. Once connected through the app, the key tool settings listed below can be customized.

Customizable Key Tool Settings

- Tool Name
- Tool Picture
- Battery Status
- Connection Status
- KickBack Control Sensitivity
- LED Afterglow Duration
- Factory Reset
- Registration
- Alerts



GCY30-4



Bluehound

Bluehound offers services such as:

- Asset location tracking
- Asset documentation
- Asset assignment (employee, sites, job-box, warehouse)
- Hierarchy asset assignment
- Automated asset storage checking
- Delivery tracking

The system is:

- Cloud-based - browser and app-based
- Robust and built for the jobsite
- Secure, integrated, and highly reliable
- Offers customizable reports

Pricing

Model #	Description	10 Digit #	MSRP	Standard	Tier 1	Tier 2
GSR18V-535CN	18V EC Brushless Connected-Ready Compact Tough 1/2 In. Drill/Driver (Bare Tool)	06019G1110	\$129.00	\$ 116.24	\$110.43	\$105.78
GSB18V-535CN	18V EC Brushless Connected-Ready Compact Tough 1/2 In. Hammer Drill/Driver (Bare Tool)	06019G2110	\$149.00	\$ 134.26	\$127.55	\$122.18
GSB18V-535CB15	18V EC Brushless Connected-Ready Compact Tough 1/2 In. Hammer Drill/Driver Kit w/ (1) CORE18V 4.0 Ah Battery	06019G2112	\$199.00	\$ 185.88	\$176.59	\$169.15
GSB18V-535CB25	18V EC Brushless Connected-Ready Compact Tough 1/2 In. Hammer Drill/Driver Kit w/ (2) CORE18V 4.0 Ah Batteries	06019G2113	\$269.00	\$ 250.86	\$238.32	\$228.79

Set-Up Information

Model #	Bare Product Weight (Lbs.)	Pack Weight	Pkg. Qty.	UPC	Packaging Dimensions	Cube (Ft.)	Pallet Qty.	Pallet Cube (Ft.)	Harmonized Tariff No.	Country of Origin
GSR18V-535CN	2.5	3.48	1	000346625035	10.25 x 10.25 x 3.35	0.20	132	47.5	8467210010	Malaysia
GSB18V-535CN	2.7	3.60	1	000346625042	10.25 x 10.25 x3.35	0.20	132	47.5	8467210010	Malaysia
GSB18V-535CB15	2.7	7.79	1	000346629217	15.25 x 11 x 4.75	0.46	80	47.2	8467210010	Malaysia
GSB18V-535CB25	2.7	8.63	1	000346629224	15.15 x 11 x 4.55	0.44	80	45.4	8467210010	Malaysia



WHY BOSCH



Why Bosch

User Needs:

Bosch Delivers:

✓ Customization and Tracking

- Connectivity and Bluehound
- KickBack Control sensitivity
- LED illumination duration

✓ EC Brushless Motor

- Increases efficiency in drilling and driving applications
- Longer tool life

✓ Durability

- All metal chuck
- Precision clutch to reduce over ratcheting

✓ Ergonomics

- Compacted powerful design
- Redesigned handle with soft grip



TARGET USERS & APPLICATIONS



Target Users & Applications

Rough Installation

- Framing
- Drilling into wood
- HVAC
- Drilling into metal
- Driving screws
- Boring holes for pipes and conduit

Interior Finishing








- Installers
- Coring holes for wood doors
- Driving screws



COMPETITIVE COMPARISONS











Competitor Overview – Hammer Drills

	Bosch		DeWalt		Milwaukee	Makita	
Specifications							
Model	GSB18V-535C	HDS181A	DCD985B	DCD797B	2607-20	XPH10Z	XPH12Z
Motor Type	Brushless	Brushed	Brushed	Brushless	Brushed	Brushed	Brushless
Voltage	18V	18V	18V	18V	18V	18V	18V
Torque (In.-Lbs.)	535	600	500	468	500	480	530
Speeds	600/1,900	500/1,900	600/1,250/2,000	550/2,000	400/1,800	600/1,900	500/2,000
Speed Settings	2	2	3	2	2	2	2
Clutch Settings	20+1	20+1	22	13	18	21	21
Beats per Minute	28,500	27,000	34,000	34,000	28,800	28,500	30,000
Length (In.)	7.25	7.9	10.18	7.4	7.75	7.75	7.1
Weight (Lbs.)	2.7	2.75	3.9	3.6	3	3.0	3.4
Connectivity	Yes	No	No	Yes	No	No	No
Price	\$149.00	\$119.00	\$149.00	\$169.00	\$119.00	\$84.00	\$125.00



Competitor Overview – Drill/Drivers

	Bosch		DeWalt	Milwaukee			Makita	
Specifications								
Model	GSR18V-535C	DDS181A	DCD792B	2606-20	2701-20	2801-20	XFD12Z	XFD10Z
Motor Type	Brushless	Brushed	Brushless	Brushed	Brushless	Brushless	Brushless	Brushed
Voltage	18V	18V	18V	18V	18V	18V	18V	18V
Torque (In.-Lbs.)	535	600	468	500	500	500	530	480
Speeds	600/1,900	0-500/0-1,900	550/2,000	450/1,800	450/1,800	500/1,800	500/2,000	600/1,900
Speed Settings	2	2	2	2	2	2	2	2
Clutch Settings	20+1	20+1	15	17	16	18	22	22
Length (In.)	6.8	7.5	6.9	7.25	6.87	6.5	6.75	7.38
Weight (Lbs.)	2.5	2.6	3.4	2.9	2.8	2.5	3.1	2.45
Connectivity	Yes	No	Yes	No	No	No	No	No
Price	\$129.00	\$99.00	\$159.00	\$99.00	\$105.00	\$119.00	\$106.00	\$99.00



MARKETING SUPPORT




Marketing Support

COLLATERAL

- Sell sheet
- Fact sticker



GSR18V-535C
18V Connected-Ready Compact Tough 1/2" Drill/Driver

18V




Bluetooth® connectivity uses optional Connected Tool Module to connect to free Bosch Toolbox app

KickBack Control provides 535 In.-Lbs. of torque and a durable all-metal chuck



GSB18V-535C
18V Connected-Ready Compact Tough 1/2" Hammer Drill/Driver

18V



Bluetooth® connectivity uses optional Connected Tool Module to connect to free Bosch Toolbox app

KickBack Control reduces the risk from sudden rotational torque reaction in a bind-up scenario

Winbrook #	Description
2019-060	GSR18V-535C Sell Sheet
2019-009	GSR18V-535C Fact Sticker
2019-061	GSB18V-535C Sell Sheet
2019-011	GSB18V-535C Fact Sticker



FREQUENTLY ASKED QUESTIONS



Frequently Asked Questions

What does “C” stand for in the model number?

The GSR/GSB18V-535C are tools that are connected-ready by Bluetooth LE or Bluetooth Low Energy (BTE) that allow customization of the tool and for tool tracking/management through Bluehound via a wireless personal network within approximately 100 feet. These tools become connected when the GCY30-4 Connectivity Tool Module (CoMo) along with a CR2032 coin cell are inserted in the tool. This network allows settings such as KickBack Control and LED illumination duration to be configured. Through Bluehound, tools are connected to a central hub for managing and tracking tools. Development continues to control other aspects of the tool. The Connectivity is managed through the BoschToolbox Application. Bluehound is sold as a separate service.


What is the difference between the GSR/GSB18V-535C and the DDS/HDS183?

The GSR/GSB18V-535C are Connected-Ready tools that can utilize connectivity through the Connectivity Tool Module. Connectivity through the BoschToolbox App and Bluehound are services that are available to connected devices.



**If you have any product questions,
please contact Theron Sherrod**

Theron.sherrod@us.bosch.com

 +224-232-4112

