



# BOSCH

## THIS IS WHAT RELIABILITY LOOKS LIKE

Jobsite Proven

GSB18V-490  
18V EC Brushless  
1/2 In. Hammer Drill/Driver  
Product Launch



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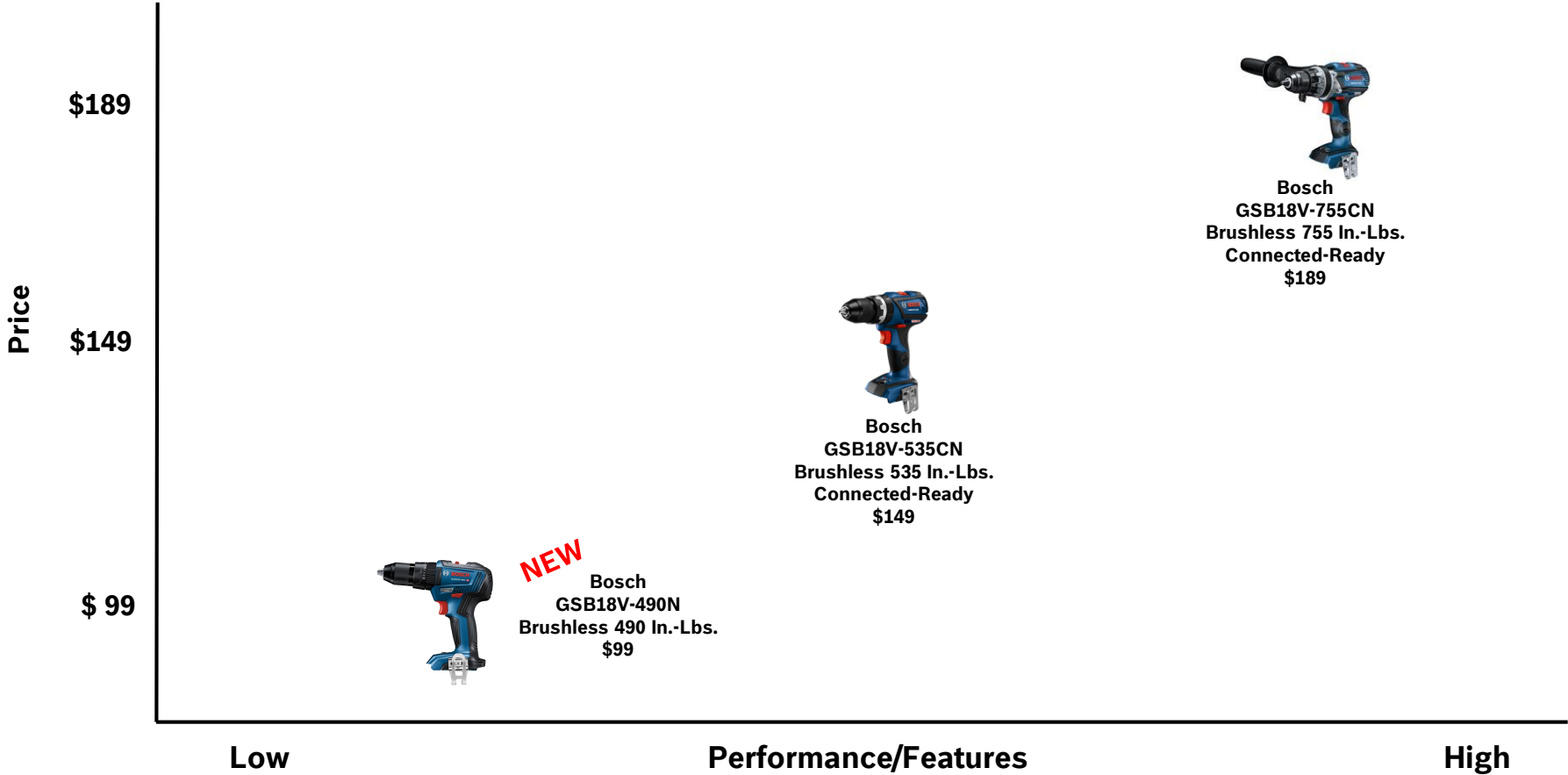
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# MARKET OVERVIEW



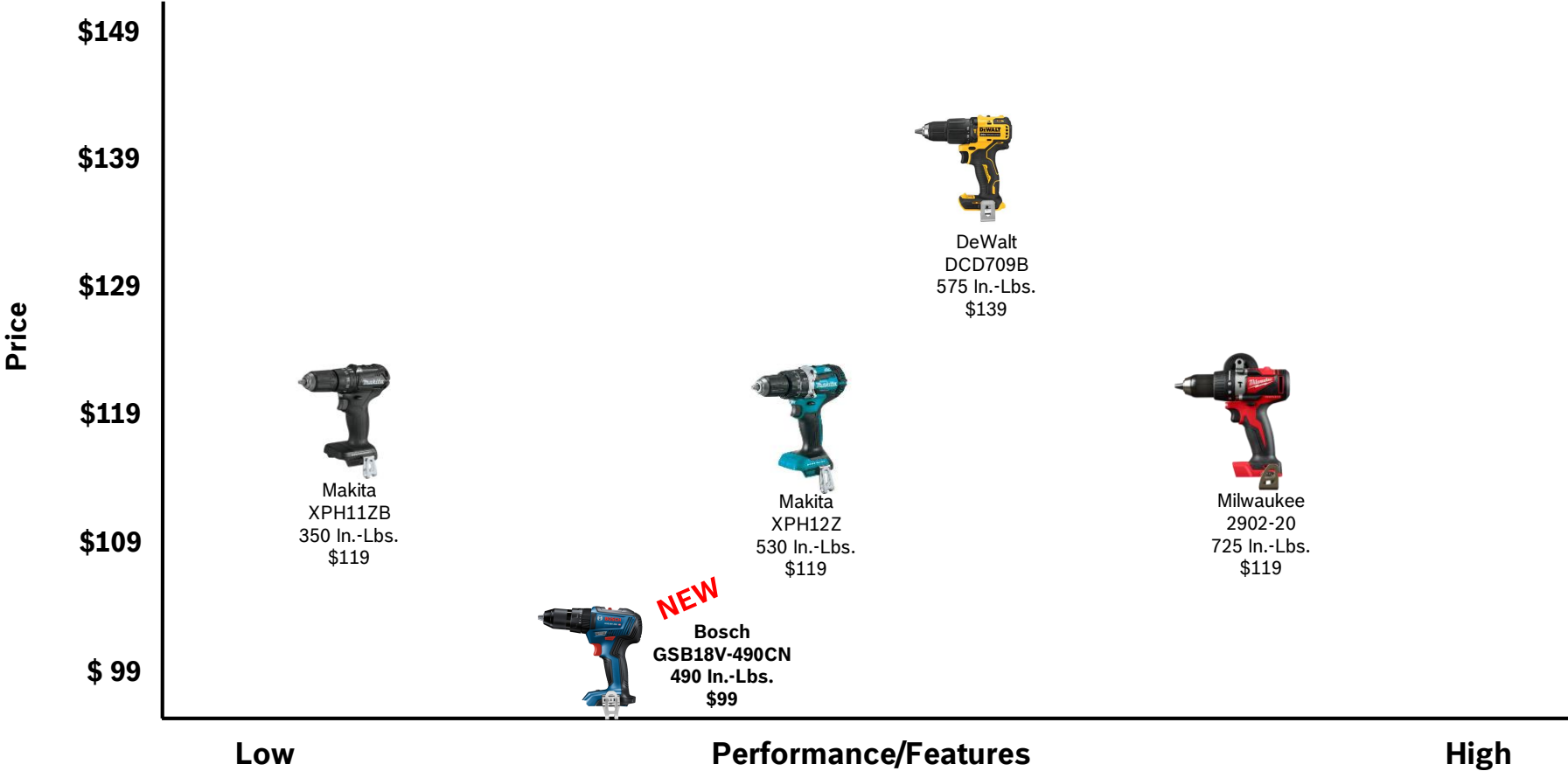
# Product Landscape – Bosch Hammer Drills (Bare Tool)



Bosch provides greatest value.



# Product Landscape – Brushless Hammer Drills (Bare Tool)



In.-Lbs. for In.-Lbs., Bosch provides greatest value.



# FEATURES & BENEFITS



# GSB18V-490



**GREAT IMPACT-TO-WEIGHT RATIO**  
Weighs just 2.4 Lbs., but delivers 0-22,000 bpm

**ALL-METAL CHUCK**  
Provides durability, along with first-rate bit retention

**RAPID MODE SELECTION PLUS CLUTCH WITH 20 SETTINGS**  
Provide driving accuracy for reduced fastener damage

**LED Light**  
Illuminates low light or dark work areas

**TWO-SPEED GEARBOX**  
Choose between high-speed drilling (0-1,900 rpm) or high-torque driving (0-600 rpm)

**EC BRUSHLESS MOTOR**  
Efficient power that delivers 490 In.-Lbs. of torque and outstanding runtime

**ERGONOMIC GRIP ZONE**  
Soft grip and improved design enables better handling and greater comfort

**ELECTRONIC MOTOR PROTECTION**  
Helps protect motor from overheating

**BELT CLIP**  
Provides convenience and easy access



# GSB18V-490 18V EC BRUSHLESS ½ IN. HAMMER DRILL/DRIVER PRODUCT LAUNCH

**Model:** GSB18V-490

**Includes:**

**GSB18V-490N (July 2020):** GSB18V-490 18V EC Brushless ½ In. Hammer Drill/Driver, 4x Bit Holder, (4) Bits, Belt Clip

**GSB18V-490B12 (May 2020):** GSB18V-490 18V EC Brushless ½ In. Hammer Drill/Driver, (1) 18V Lithium-Ion 2.0 Ah SlimPack Battery, 18V Charger, 4x Bit Holder, (4) Bits, Belt Clip, Carrying Bag

**GXL18V-233B25 (May 2020):** GDV18V-1800 18V EC Brushless Freak ¼ In. and ½ In. Two-In-One Bit/Socket Impact Driver, GSB18V-490 18V EC Brushless ½ In. Hammer Drill/Driver, (2) GBA18V40 18V CORE18V Lithium-Ion 4.0 Ah Compact Batteries, 18V Charger, Impact Bit Set, (2) Belt Clips, Carrying Bag



GSB18V-490N



GSB18V-490B12



GXL18V-233B25

## Features / Benefits

- ✓ **EC Brushless Motor** – Efficient power that delivers 490 In.-Lbs. of torque and outstanding runtime
- ✓ **Two-Speed Gearbox** – Choose between high-torque driving (0-600 rpm) or high-speed drilling (0-1,900 rpm)
- ✓ **Rapid Mode Selection Plus Clutch with 20 Settings** – Provide driving accuracy for reduced fastener damage
- ✓ **All-Metal Chuck** – Provides durability, along with first-rate bit retention
- ✓ **Great Impact-to-Weight Ratio** – Weighs just 2.4 Lbs. but delivers 0-22,000 bpm
- ✓ **Ergonomic Grip Zone** – Soft grip and improved design enables better handling and greater comfort
- ✓ **Electronic Motor Protection** – Helps protect motor from overheating
- ✓ **LED Light** – Illuminates low light or dark work areas
- ✓ **Belt Clip** – Provides convenience and easy access

## SPECIFICATIONS

<b>Rating</b>	18V
<b>Chuck Capacity</b>	½”
<b>Chuck Type</b>	Keyless
<b>No Load BPM</b>	0-22,000
<b>No Load RPM</b>	0-600 / 0-1,900
<b>Torque (In.-Lbs.)</b>	490
<b>Width</b>	3.0”
<b>Height</b>	8.1”
<b>Length</b>	7.44”
<b>Weight (Bare Tool)</b>	2.4 Lbs.



## Rapid Mode Selection

### What is the clutch for?

Rotating to different numbers adjusts the torque setting to limit the amount of torque applied to fasteners. This drives them to a consistent depth and helps prevent work piece damage.

### What is the benefit of Rapid Mode Selection?

It provides ease of transitioning between driving and drilling/hammer mode without having to change your clutch setting. When on drilling and hammer modes, the max torque is automatically applied.

### How do I change modes?

Rotate the mode selector so the arrow is pointing to the screw for driver mode, the drill bit for drilling and the hammer for hammer drilling.



## Bosch Overview – Hammer Drills

			
FEATURES	GSB18V-490	GSB18V-535C	GSB18V-755C
<b>Drill Mode</b>	✓	✓	✓
<b>Driver Mode</b>	✓	✓	✓
<b>Hammer Drill Mode</b>	✓	✓	✓
<b>Brushless Motor</b>	✓	✓	✓
<b>All-Metal Chuck</b>	✓	✓	✓
<b>Rapid Mode Selector</b>	✓	✓	✓
<b>Hard Torque (In-Lbs.)</b>	490	535	755
<b>Max RPM</b>	0-600 / 0-1900	0-600 / 0-1900	0-480 / 0-2100
<b>Number of Speeds</b>	2	2	2
<b>Clutch Settings</b>	20	20	25
<b>Precision Clutch</b>	-	✓	✓
<b>Kickback Control</b>	-	✓	✓
<b>Connected Ready</b>	-	✓	✓
<b>Auxiliary Handle</b>	-	-	✓
<b>Head Length</b>	7.44"	7.25"	7.6"
<b>Weight</b>	2.4 Lbs.	2.7 Lbs.	3.5 Lbs.
<b>Bare Tool Price</b>	\$99	\$149	\$189
<b>Battery Type in Kit</b>	2.0 Ah SlimPack	4.0 Ah CORE18V	4.0 Ah CORE18V
<b>Number of Batteries in Kit</b>	1	1	2
<b>Kit Price</b>	\$149	\$199	\$299



## Pricing Information

Model #	Description	10-Digit #	MSRP	Tier 1	Tier 2
GSB18V-490N	18V EC Brushless ½ In. Hammer Drill/Driver (Bare Tool)	06019H5310	\$99	\$84.50	\$81.18
GSB18V-490B12	18V EC Brushless ½ In. Hammer Drill/Driver Kit with (1) 2.0 Ah SlimPack Battery	06019H5311	\$149	\$132.00	\$126.65
GXL18V-233B25	18V 2-Tool Combo Kit with ½ In. Hammer Drill/Driver, Freak ¼ In. And ½ In. Two-In-One Bit/Socket Impact Driver and (2) CORE18V 4.0 Ah Compact Batteries	06019J2211	\$299	\$280.25	\$269.00

## Set-Up Information

Model #	Bare Product Weight (Lbs.)	Pack Weight (Lbs.)	Pkg. Qty.	UPC	Packaging Dimensions	Cube (Ft.)	Pallet Qty.	Pallet Cube (Ft.)	Harmonized Tariff No.	Country of Origin
GSB18V-490N	2.4	3.30	1	000346648522	10.25 x 10.25 x 3.35	.20	132	47.5	8467.21.0010	Malaysia
GSB18V-490B12	2.4	6.52	1	000346648973	15.15 x 11 x 4.55	.44	80	45.4	8467.21.0010	Malaysia
GXL18V-233B25	2.4	11.45	1	000346648942	18.75 x 11.5 x 5	.63	64	49.44	8467.21.0010	Malaysia



# WHY BOSCH



## Why Bosch

### User Needs:

### Bosch Delivers:

✓ **Light Weight,  
Powerful Performance**

- Great impact-to-weight ratio
- Weights just 2.4 Lbs.
- Delivers 0-22,000 bpm

✓ **EC Brushless Motor**

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

✓ **Durability**

- All-metal chuck

✓ **Ergonomics**

- Compacted powerful design
- Redesigned handle with soft grip



# TARGET USERS & APPLICATIONS



## Target Users & Applications

### Trades Group

- Mechanical / HVAC
- Installation
- Electricians
- Carpenters
- Plumbers
- MRO
- Remodelers

### Applications






- Wood Drilling
- Masonry Drilling
- Metal Drilling
- Hole Boring
- Screwdriving



# COMPETITIVE COMPARISONS



# Competitor Overview

	Bosch	DeWalt	Milwaukee	Makita	
<b>Specifications</b>					
Model	<b>GSB18V-490N</b>	<b>DCD709B</b>	<b>2902-20</b>	<b>XPH11ZB</b>	<b>XPH12Z</b>
Motor Type	Brushless	Brushless	Brushless	Brushless	Brushless
Voltage	18V	18V	18V	18V	18V
Torque (In.-Lbs.)	490	575	725	350	530
Speeds	600 / 1,900	450 / 1,650	550 / 1,800	500 / 1,700	500 / 2,000
Speed Settings	2	2	2	2	2
Clutch Settings	20	15	18	21	21
Beats per Minute	22,000	34,000	31,500	25,500	30,000
Connectivity	No	No	No	No	No
Length	7.44"	6.9"	7"	6.9"	7.1"
Weight (Bare Tool)	2.4 Lbs.	2.5 Lbs.	3.1 Lbs.	2.8 Lbs.	4 Lbs.
Weight with 4.0 Ah Battery	3.5 Lbs.	3.9 Lbs.	4.6 Lbs.	4.2 Lbs.	5.4 Lbs.
Price (Bare Tool)	\$99.00	\$139.00	\$119.00	\$119.00	\$119.00



# MARKETING SUPPORT



# Marketing Support

## COLLATERAL

- Sell sheet
- Fact sticker

**GSB18V-490**  
18V EC Brushless 1/2" Hammer Drill/Driver

**18V**



**EC Brushless motor** provides efficient power and long runtime

**All-metal chuck** for better bit grip and performance

**20 clutch settings plus rapid mode selector**, for reduced overtightening




**GSB18V-490**  
18V EC Brushless 1/2 in. Hammer Drill/Driver

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Winbrook #	Description
2020-068	GSB18V-490 Sell Sheet
2020-014	GSB18V-490 Fact Sticker



# FREQUENTLY ASKED QUESTIONS



## Frequently Asked Questions

### **What are the advantages of a brushless motor?**

Brushless motors provide higher efficiency and more run time. Less mechanical wear and tear provides longer tool life with reduced maintenance.

### **What is a rapid mode selector?**

Rapid mode selector is a switch that provides ease of transitioning between drilling and driving without having to change the clutch setting.

### **What is a clutch?**

A clutch can limit the maximum amount of torque applied to fasteners driving them to a consistent depth. This helps protect the work piece.



**If you have any product questions,  
please contact Will Shiel**

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