

Launch Package – GSR 120-LI Professional



Launch Package

GSR 120-LI Professional



Introduction: Summary

GSR 120-LI

Key Message:
Bosch Quality, High Power, Affordable Price!

→ **Affordable:**

Bosch Quality at affordable price!

→ **Durable:**

Designed with Robust Housing and Electronic Cell Protection (ECP)

→ **High Performance:**

+20% soft torque improvements compared to GSR 1080-2-LI give more power to users!



Technical Data

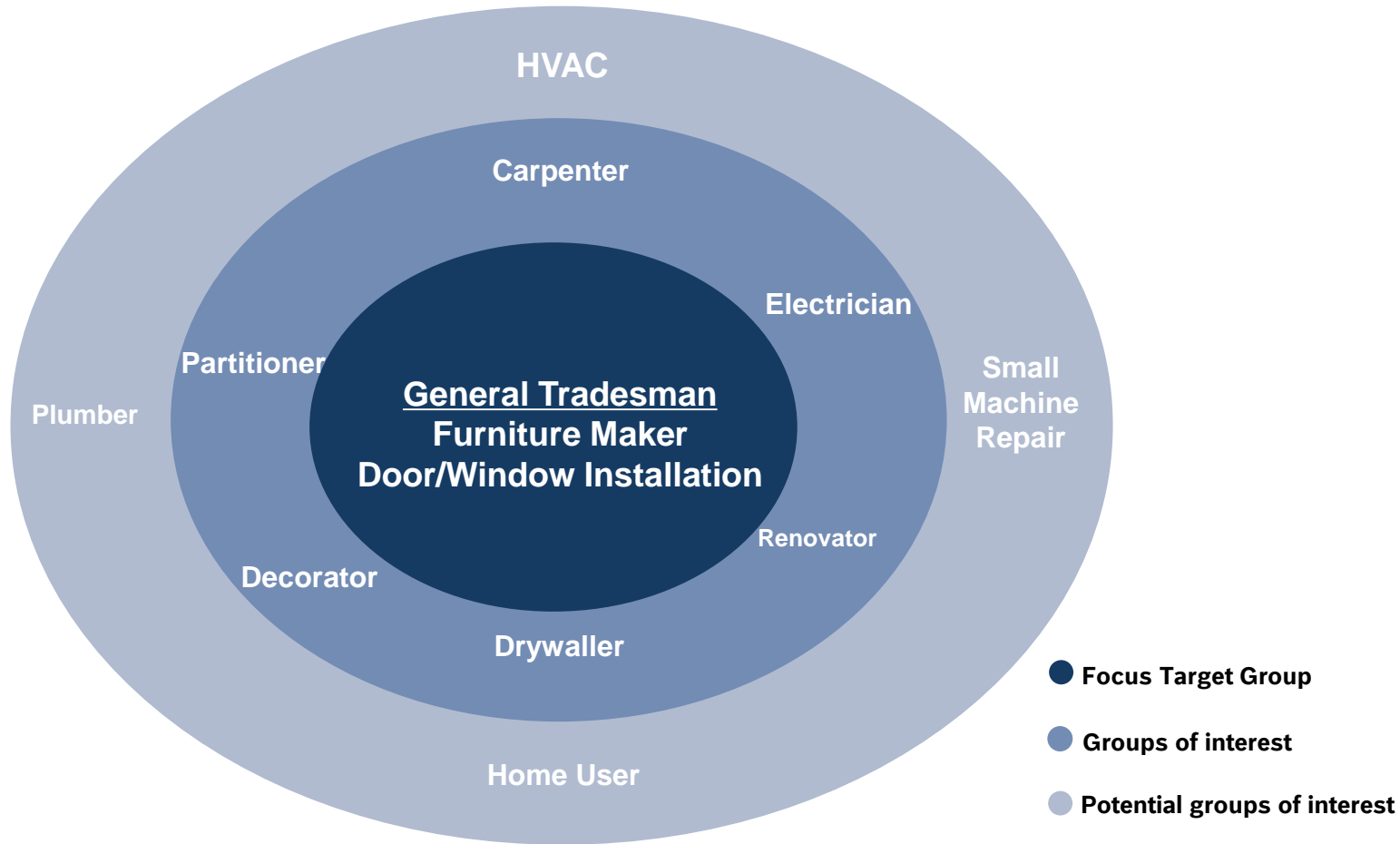
GSR 120-LI

Voltage	12 V
No-Load Speed (1 st /2 nd)	0-380/1300
Torque (Hard/Soft)	30/13 Nm
Max Screw Dia.	7 mm
Max Drilling (Wood/Steel)	20/10 mm
Battery Capacity	1.5 Ah



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User: Target Groups mapping

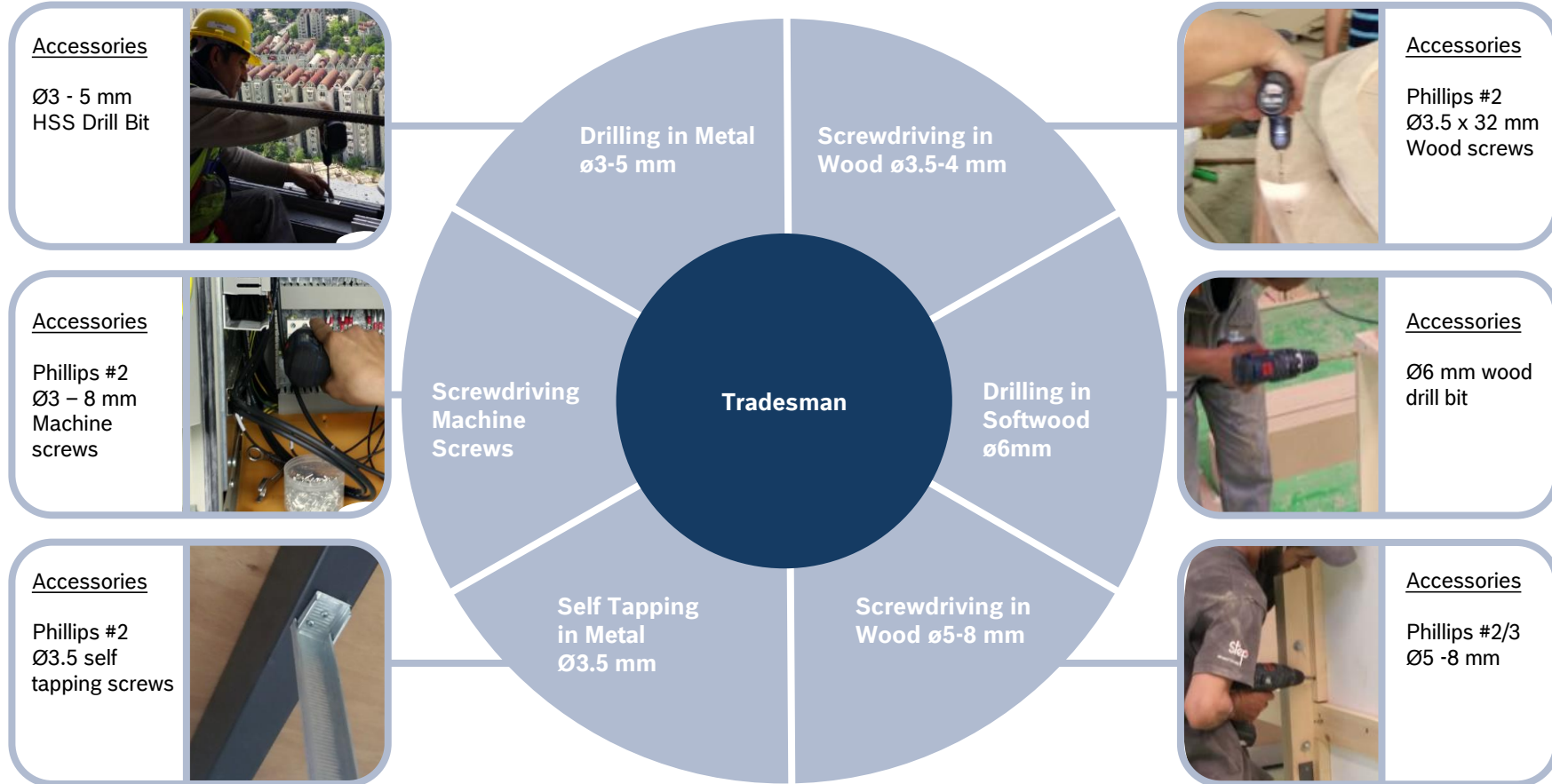


User: From Users needs to User benefits

	User needs	Product features	User benefits
1	Affordable Tool for Everyday Tasks	Cost Optimized Tool	High Value for Money
2	High working progress	Higher Soft Torque (13 Nm)	Powerful Performance
3	Robust Tool	Upgraded Nylon Housing & Chuck vs GSR 1080-2-LI	Very Durable Shell for Tough Usage and Single Sleeve Chuck for strongly securing bits
4	High Power	Torque 30 / 13 Nm	Get tough jobs done
5	Long Battery Lifetime	Electronic Cell Protection	Long battery lifetime and tool protection



Target Group and applications



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3.1 Product: Technical Data

Technical Data		GSR 120-LI
Voltage	V	12
Battery Capacity	Ah	1.5
No-Load Speed (1 st /2 nd Gear)	rpm	0-380/1300
Max. Torque (Hard/Soft)	Nm	30/13
Max. Screw Diameter	mm	7
Max. Drilling (Wood/Steel)	mm	20/10
Chuck Clamping	mm	0.8-10
Clutch Style		Single Sleeve
Clutch Settings		20 + Drilling
Tool Weight (w/battery)	kg	0.98
Tool Dimensions (l x w x h)	mm	182 x 56 x 196
Electronic Cell Protection		YES
LED		YES
Fuel Gauge		NO



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Product: Overview

Key Message: Bosch Quality, High Power, Affordable Price!

Single Sleeve Chuck

Faster and easier bit change
More robust securing of bits

Two Speed Gearbox

Optimized for Drilling and Diving
High working progress and Torque

LED Light

Illuminate dark workspaces for
easy working

Compact Head Length

182 mm for working in tight
spaces

Electronic Cell Protection (ECP)

Protects cells from undervolting,
excessive current draw, and deep
discharge to prolong lifetime of
batteries

Soft Grip

Optimized for functionality
giving the tool easy handling



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Thank You!!!

For further questions, please feel free to contact us!



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