

## Out of sight, out of mind? Do look back!



Nissan Pathfinder photo: courtesy Nissan Motor Co., Ltd.

**B**osch has launched a new wiper blade program—Hindsight™—designed to ensure rear visibility in vehicles with rear windshield wiper systems. Hindsight rear wiper blades provide motorists with perfect rear window visibility in any weather condition—heavy snow, blowing dust or pelting rain. Any of these conditions “can easily obstruct the driver’s view through the rear view window,” said Otto Stefaner, Senior Product Manager, Consumer Products, Robert Bosch Corporation.

“Wiper blade research indicates that the replacement of rear wiper blades lags considerably behind front wiper replacement,” Stefaner said. “Sixteen percent of consumers who buy two blades for a three-blade vehicle do not purchase the third blade.” Furthermore, compared to the normal replacement of front wiper blades every 3 years, the rear wiper is replaced once only every 6 years. Yet, vehicle population statistics show that 35 percent of all registered vehicles on the road—75 million in the US—are equipped with a rear wiper blade.

Features of the Bosch “Hindsight” rear wiper blade include,

- An all steel frame that provides consis-

tent, superior wiping performance during snow, rain, mist or drizzle, while enhancing durability and prolonging service life

- A precision-cut natural rubber wiping edge that removes the smallest droplets to provide crystal clear visibility and enhance safety
- Bosch’s exclusive pre-mounted Direct-Connect™ system for easy installation. Similar to Bosch wiper systems for the front windshield, the “Hindsight” rear windshield wiper is a one-step installation procedure that requires no adapters and covers 95 percent of vehicle applications
- A fully enclosed metal tension spring which, in addition to providing more direct pressure to the wiping edge for improved moisture removal, offers better protection against water, snow or ice buildup for consistent all-season wiping performance.

“All-around visibility is critical to safe driving, and it is imperative to keep every item that plays a role in it, in optimal operating condition,” Stefaner said. “A worn out wiper blade can cause severe

streaking, impairing a driver’s vision and posing a safety risk. In this scenario, it’s important to remember that the rear wiper blade, though used less frequently than the front wipers, is no less vital. It is subject to the same wear and tear as the front wipers. In fact, infrequent use can actually decrease its service life by diminishing the flexibility of the wiping element,” said Stefaner. “Available for virtually all rear window wiper system applications from 11 to 22 inches, rear window wipers represent more than 12 million wiper blades potentially needing replacement.”

Hindsight is yet another milestone in Bosch engineers’ continued quest for performance, value and extended life, while promoting improved driving safety. In 1926, Bosch pioneered the first electric windshield wiper system; in 1971, the first intermittent wiper and in 1994, the two-component wiper blade component for consistent all weather superior wiping performance. Today, Bosch operates the world’s largest windshield wiper factory in Tienen, Belgium, which manufactures 700 different types of blades and 350,000 windshield wipers daily. ■