

CB associate David Cole conquers Mount Everest

“The mix of emotions I felt when I reached the South Summit and saw the spectacular Hillary Step that leads up to the final summit ridge. And then of course the realization, just after 11 a.m. on May 21, 2008, that I had taken the last few steps up onto the summit.”

David Cole (PAT Dalian) has achieved what many other climbers can only dream of: Accompanied by an international expedition and a Bosch flag, he has conquered Mount Everest. The 39-year-old, originally from Melbourne, Australia, enjoys mountain climbing and extreme sports whenever he can get the chance. And, although there may be no mountain to climb during the week, his job as Purchasing Manager at Robert Bosch Chassis Systems in Dalian (China), means he still has plenty of work to do.

Climbing to an altitude of 8,848 meters, where there is 33 percent less oxygen than we are used to, is reason enough to make sure your preparation is perfect. David decided to scale the world’s highest mountain 16 months before he made his final ascent. He aimed to build up the necessary physical and mental strength in four months.

“Everest is a true test of oneself and, for me, preparing for, persevering through and overcoming the challenges it poses was a most rewarding experience. What’s more, the lessons

I learned can be applied in everyday life.” And one aspect of his everyday life was with him throughout the long journey: the Bosch flag. A strange companion? Not for David. According to him there are similarities between Bosch and Everest: Values, effort, commitment and teamwork, not to mention the “can-do” attitude of his CB team. All of these are essential

attributes for any expedition to the summit of Everest. “We were fortunate to have the most awesome weather conditions – a clear sky and no wind. The conditions were so good in fact that we stayed on the summit for almost two hours.

I hope that flying the Bosch flag on the summit of Everest will also inspire fellow Bosch associates, business teams and readers of CB world to work towards, and achieve ambitious goals. Personally, I loved every moment of it.”



The summit of Mount Everest on May 21, 2008.