

A decorative header consisting of a series of overlapping, semi-transparent geometric shapes in various colors: red, purple, blue, cyan, and green, arranged in a horizontal sequence from left to right.

# **Bosch Engine Management & Gasoline Parts**

Christophe Nadaud, MA/SMS-EW, 05/03/2025

# Engine Management & Gasoline Parts

## Product presentation 2025

### Agenda

01

Why Bosch?

02

Market trends

03

Product offer

04

Sales supports

05

Loyalty program extra

06

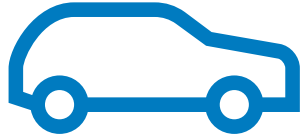
In a nutshell

# 01

## Why Bosch ?

# Why Bosch ?

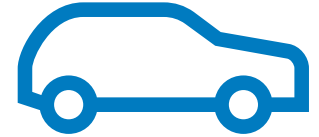
## Parts, diagnosis and workshop services



### Workshop services

Diagnosis

Repair



#### Parts



#### Diagnostic

ESI[tronic] Evolution Software

# ESI[tronic] EVOLUTION

Diagnostic tools and workshop equipment



#### Workshop services

Workshop concepts



Cloud connected services



Technical training and hotline



Connected workshop



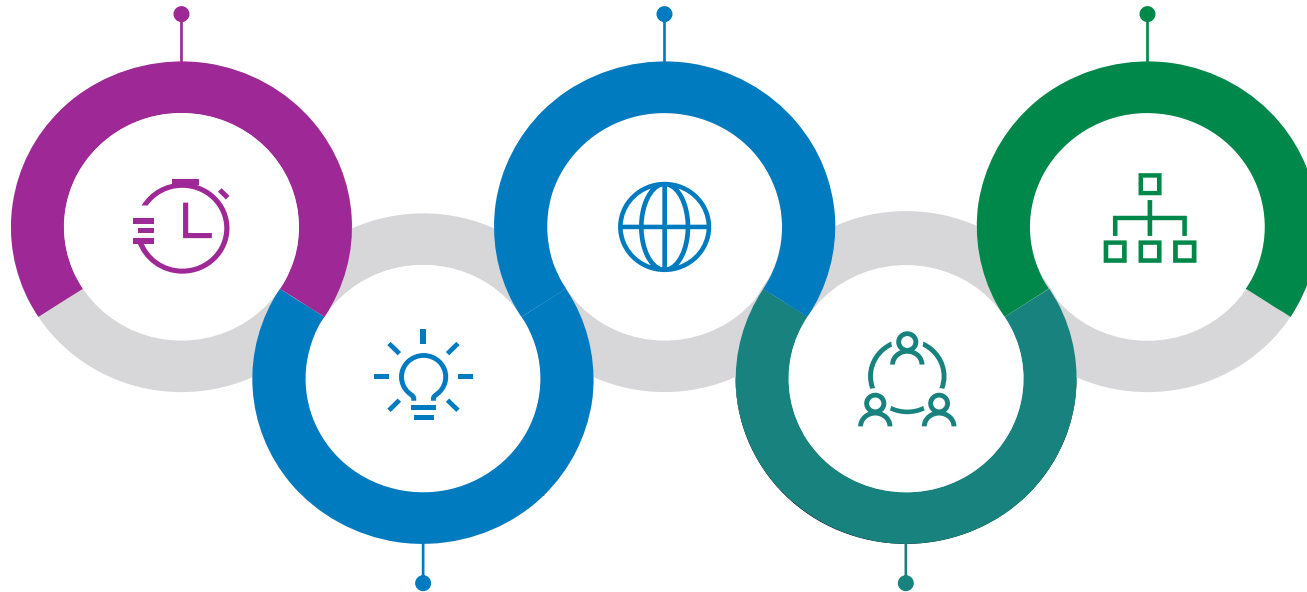
# Why Bosch ?

## Bosch, expert in the market

Short time to market

Hight coverage

Customized solutions



Continuous product  
innovation

Constant market contact and  
satisfied customers

# Why Bosch ?

## Six-dimensional sustainability vision

### Climate action

- 1 | Reduction of CO2 emissions
- 2 | Energy efficiency and renewable energies

Bosch is a pioneer in climate action, promotes the expansion of renewable energies and continuously strives to improve energy efficiency.

### Health

- 1 | Health and work safety
- 2 | Dangerous substances

Bosch contributes to human health by offering innovative products and services and ensuring that its production processes do not harm people and environment.

### Human rights

- 1 | Responsibility
- 2 | Transparency

Bosch is responsible and sensitive to human rights - along the entire value chain.



### Water

- 1 | Water shortage
- 2 | Water quality

For Bosch, water is a resource that needs to be treated sparingly. Areas where water is scarce are given special attention.

### Circular economy

- 1 | Material efficiency
- 2 | Second life

Bosch reduces its ecological footprint and strives to create social benefit. In doing so, Bosch is guided by the circular economy.

### Diversity

- 1 | Equity
- 2 | Inclusion

For Bosch, diversity, equity and inclusion are key to long-term business success. In addition, Bosch contributes to the public good in communities near its sites.

# Why Bosch ?

## Contribution to CO2 reduction

As part of its CSR strategy, Bosch is fully committed to reducing its carbon footprint, particularly through the reduction of CO2 emissions from its activities.

- ▶ **Bosch contributes to environmental issues through its established and quantified emissions reduction strategy**

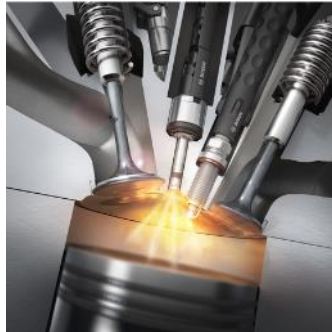


“In 2020, Bosch was the first industrial company of this size to achieve **a balance between its direct and indirect emissions** from production (**scope 1 and 2**) and the use of lower than expected offset credits”



# Why Bosch ?

## Our expertise is a major advantage for our customers !



INNOVATION

Comprehensive range

OE system competence

Strategic partner for the FUTURE

Strong BRAND

HIGH QUALITY products according to OE

COMPLETE multi-product portfolio

# Why Bosch ?

## Bosch expertise: Bosch, world expert in...



33 R&D sites – 50 production sites  
Adapted solutions to all markets

Current program  
of **3.500** p/n  
On **30** product lines

**RENOWNED AND  
WORLD-  
RECOGNIZED**  
brand

World production  
**100% High Quality  
Bosch OE**

Dynamic program  
**~160**  
new p/n /year

Up to  
**90 %**  
market coverage

# Why Bosch ?

## A long history of Engine Management & Gasoline Parts



1897

Bosch develops a new type of magneto ignition device



1897

1<sup>st</sup> vehicle application for a Bosch gasoline system



1902

Patent for 1<sup>st</sup> spark plug for gasoline engines



1951

1<sup>st</sup> Gasoline direct injection launched



1967

D-Jetronic: World's 1<sup>st</sup> electronically controlled gasoline i.s.\*



1970

Lambda sensor: First prototype made by Bosch



1973

K-Jetronic: mechanical gasoline i.s.\*, L-Jetronic (electronical)



1976

Lambda sensor: start of series production for Volvo 240 2.1i (USA)



1979

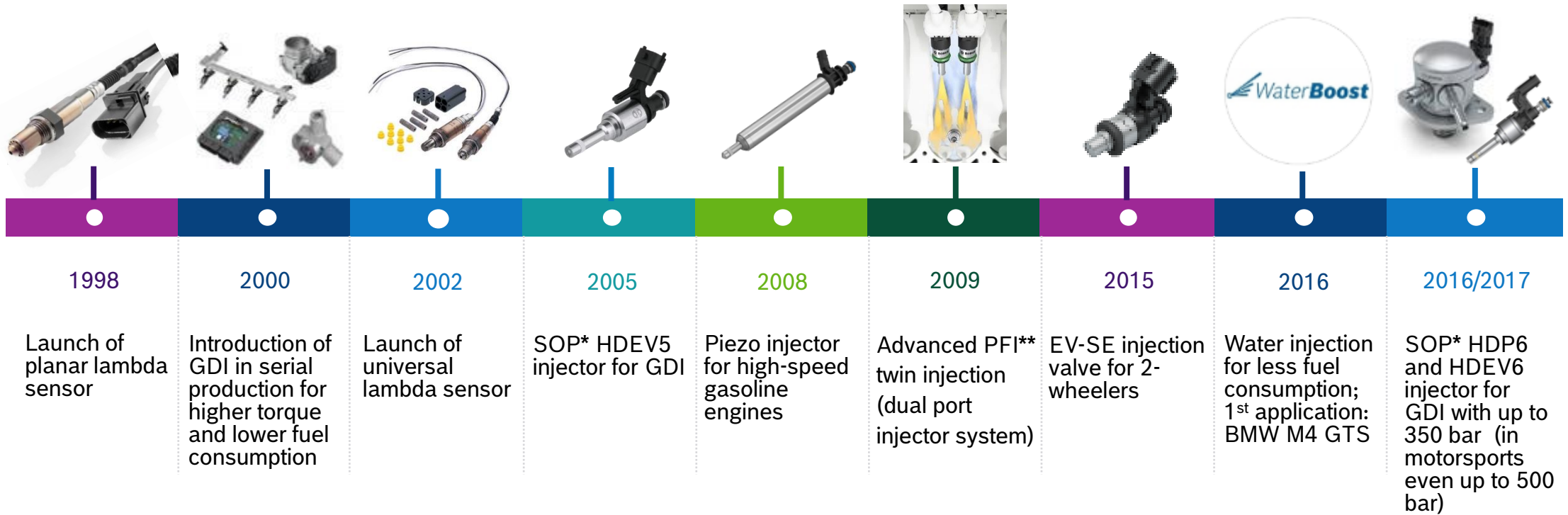
1<sup>st</sup> combination of injection and ignition lauchend. Its name: Motronic



**Bosch expertise in Systems and Engine Management & Gasoline Parts since 1897**

# Why Bosch ?

## A long history of Engine Management & Gasoline Parts



 **Bosch expertise in Systems and Engine Management & Gasoline Parts since 1897**

\* SOP = start of production  
 \*\* PFI = port fuel injection



# Why Bosch ?

## Great experience in ignition and injection

**+ 120 years**

All began with ignition in 1902



**+ 45 years**



**+ 55 years**

1967



**+ 45 years**


In OE - 1976



# Why Bosch ?

Expertise known and recognized by garages  
Lambda sensors


## Assisted notoriety

 <b>BOSCH</b>	24,3 %
<b>Delphi</b>	10,2 %
<b>NGK</b>	7,6 %
<b>Beru</b>	6,9 %
<b>Herth &amp; Buss</b>	2,5 %

Manufacturer brand	16,0 %
--------------------	--------

Commercial brand	5,7 %
------------------	-------

## Spontaneous notoriety

 <b>BOSCH</b>	38,7 %
<b>NGK</b>	16,8 %
<b>Delphi</b>	13,9 %
<b>Hella</b>	8,8 %
<b>Beru</b>	8,5 %

Manufacturer brand	39,4 %
--------------------	--------

Commercial brand	7,1 %
------------------	-------



The favorite brand by far

Gipa 2021 survey

Which coil brands do you know, even by name? (6 possible answers)

# Why Bosch ?

## Expertise known and recognized by garages

### Ignition coils

#### Assisted notoriety

 **BOSCH** 27,2 %

**NGK** 12,1 %

**Valeo** 10,3 %

**Champion** 5,4 %

**Febi** 3,7 %

Manufacturer brand 10,9 %

Commercial brand 3,9 %

#### Spontaneous notoriety

 **BOSCH** 39,7 %

**Valeo** 22,5 %

**NGK** 17,1 %

**Champion** 13,3 %

**Delphi** 11,0 %

Manufacturer brand 33,6 %

Commercial brand 9,6 %



The favorite brand by far

Gipa 2021 survey

Which coil brands do you know, even by name? (6 possible answers)

# Why Bosch ?

## Products for sale

PROMOTE BOSCH TECHNICAL  
PARTS!

Take advantage of your notoriety and  
don't wait for people to buy them!



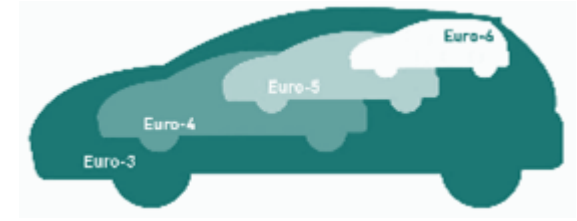
# 02

## Market trends

# Market trend

## Legislation

- ▶ 63% CO level improvement between Euro1 and Euro6
- Stricter Euro 7 (2025)
- EU legislation (g/km)



\*Applies only to vehicles with direct injection engines

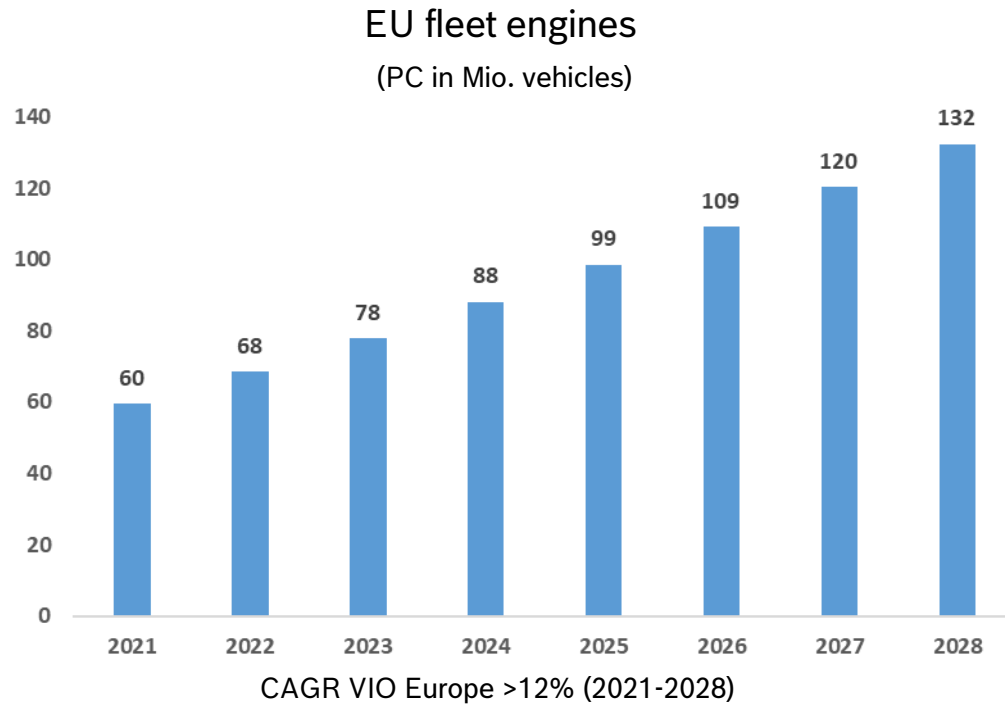
	Intro date	Carbon monoxide(CO)	Hydrocarbons (THC)	Non-methanized hydrocarbons (NMHC)	Nitrogen oxides(NOx)	Fine particles
Euro 1	July 1992	2.72g/km	-	-	-	-
Euro 2	January 1996	2.2g/km	-	-	-	-
Euro 3	January 2000	2.3g/km	0.2g/km	-	0.15g/km	-
Euro 4	January 2005	1.0g/km	0.1g/km	-	0.08g/km	-
Euro 5	September 2009	1.0g/km	0.1g/km	0.068g/km	0.06g/km	0.005g/km*
Euro 6	September 2014	1.0g/km	0.1g/km	0.068g/km	0.06g/km	0.005g/km*
Euro 6d	January 2020	1.0g/km	0.1g/km	0.068g/km	0.06g/km	0.005g/km*
Euro 7	2025	0.1 à 0.3 g/km			0.03 à 0.06g/km	



**Consequences : + sensors, + EGS sensors, + replacement maintenance activities**

# Market trend

## Gasoline direct injection, the present and future of hybridization



### Injectors and high-pressure pumps

- The dominant system of gasoline and hybrid vehicles
- Bosch, OE leader (55% injectors / 40% pumps)



### Growing fleet (gasoline/hybrid vehicles)

# Market trend

## Major trends in the IAM



**Connected Vehicle** creates opportunities for new maintenance and repair services. **Free data** access in IAM will be needed.



**Autonomous cars** will only be launched on the market probably around 2040. They will have a **new repair and maintenance algorithm**: less accidents, more intense use of vehicle sharing less private property (urbanization) – more km travelled in less time requiring more frequent and predictive maintenance and renewal of fleets faster than a private vehicle.



**Electrified Vehicles** (PC & CV) will reach significant number only by 2030. Electrification will have consequences on **parts needed for repair and maintenance. New small suppliers in OEMs will appear in that segment.**



**Fleet managers and intermediaries** will play a **bigger role** in the future due to **sharing economies and more autonomous vehicles.**



**Increasing complexity** of automated systems in vehicles etc. will create **future challenges for workshops and wholesalers.**



The border in the **digital world** between online sales and traditional sales will be reduced. The **eCommerce** channel is **not at saturation** and will **continue to grow** and occupy an important **strategic place** for the years to come. **New players**, market transparency and pressure on margins will appear.

Source: 2hm 2018, Cebra 2016, PWC 2016, McKinsey & Company 2016, 2017, 2018, Stern Stewart & Co, QVARTZ 2018, etc.

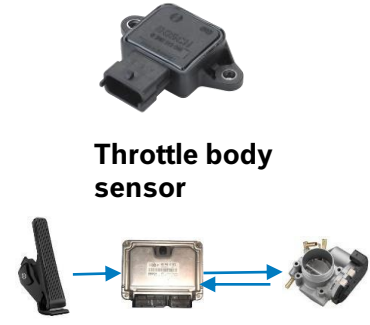
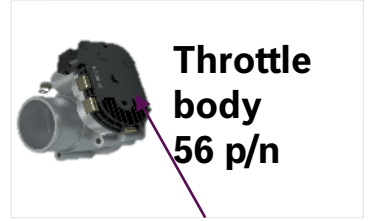
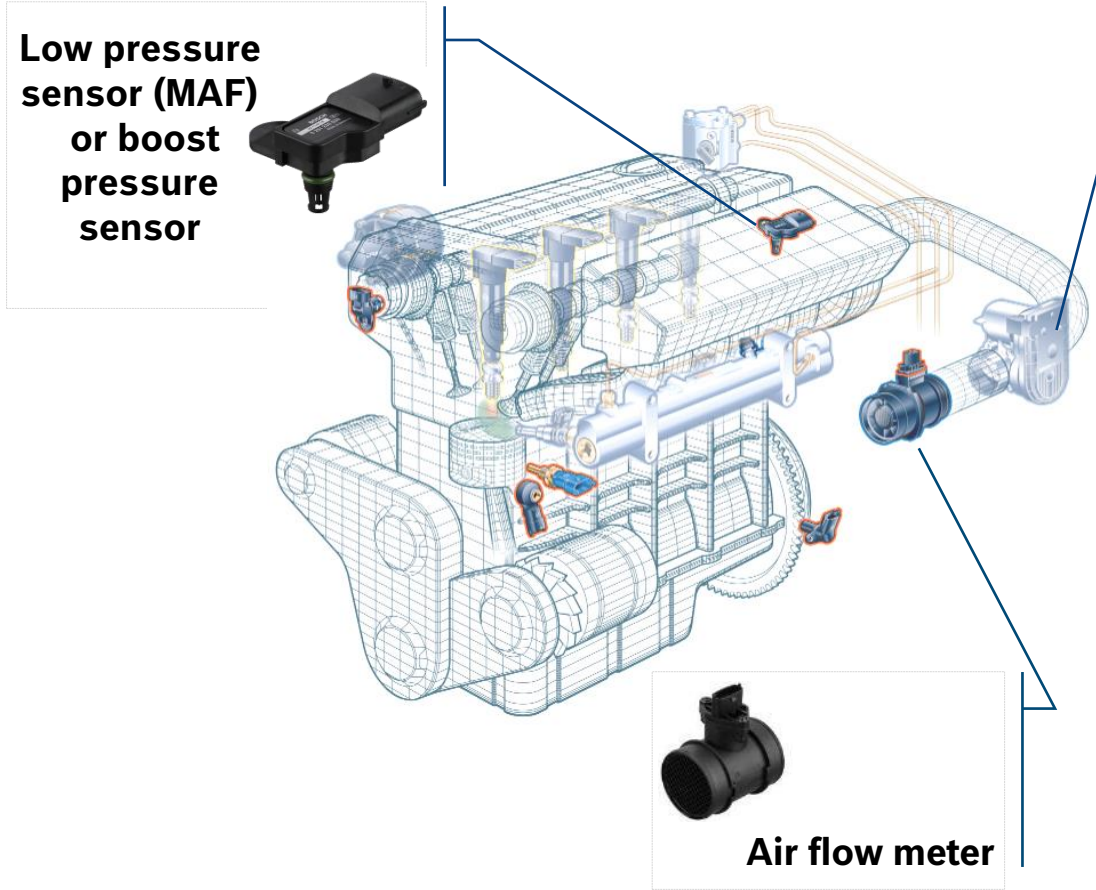
03

# Product offer

# Product offer

INTAKE SYSTEM 6.3.x, 6.4.x, 6.7.x	GASOLINE INJECTION 6.2.x, 6.5.x	IGNITION PARTS 6.8.x
 <ul style="list-style-type: none"> <li>▶ Air flow meter</li> <li>▶ MAP pressure sensor</li> <li>▶ Throttle Body Components</li> </ul> <p>(SKU) 580    Up to 56% Increase to &gt;75%</p>	 <ul style="list-style-type: none"> <li>▶ Manifold and HP injectors</li> <li>▶ High pressure pump</li> <li>▶ Spare parts</li> </ul> <p>(SKU) 400    41% (+45 HP GDI pumps)</p>	 <ul style="list-style-type: none"> <li>▶ Ignition coils</li> <li>▶ Ignition leads</li> <li>▶ Ignition parts</li> <li>▶ Ignition modules</li> </ul> <p>(SKU) 300    Up to 76% (+410 cables)</p>
FUEL SUPPLY 6.1.x	ENGINE MANAGEMENT 6.3.x	EXHAUST SYSTEM 6.6.x
 <ul style="list-style-type: none"> <li>▶ Fuel Supply Module</li> <li>▶ Repair kits</li> <li>▶ Electric fuel pump</li> <li>▶ Pressure regulator</li> </ul> <p>(SKU) 740    Up to 60%</p>	 <ul style="list-style-type: none"> <li>▶ Knock Sensor</li> <li>▶ Crankshaft Sensor</li> <li>▶ Camshaft sensors</li> <li>▶ Low and medium pressure sensor</li> <li>▶ Engine temperature sensor</li> </ul> <p>(SKU) 575    Up to 61% Increase to &gt;80%</p>	 <ul style="list-style-type: none"> <li>▶ Lambda sensors</li> <li>▶ Exhaust temperature sensors</li> <li>▶ DPF pressure sensor</li> <li>▶ Nox sensors</li> <li>▶ PM Sensor</li> </ul> <p>(SKU) 1670    Up to 81% Best in market</p>
 parts for hybrid combustion engines	 number of part numbers in range  percentage of car park coverage	 partly or totally captive or not interchangeable

# Bosch product offer Intake system



OE producer

520 p/n

High precision and speed

Easy to install

~€ 40€ to 300€

# Bosch product offer

## Intake system : Air flow meter



Hybrid Gasoline Diesel

Original Equipment quality

OE production +45

No 280 p/n incl. +7 in 2025

Calibration in wind tunnel

Tech

High replacement rate

~€ 146€



# Bosch product offer

## Powertrain : sensors

Watch the video



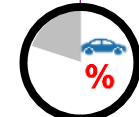
OE producer  
Premium quality



843 p/n



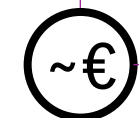
Reliable measures, wide tolerance ranges, high resistance to engine fluids



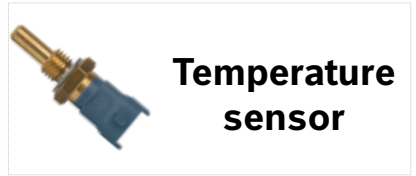
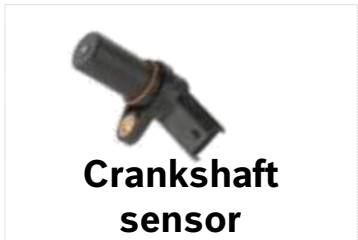
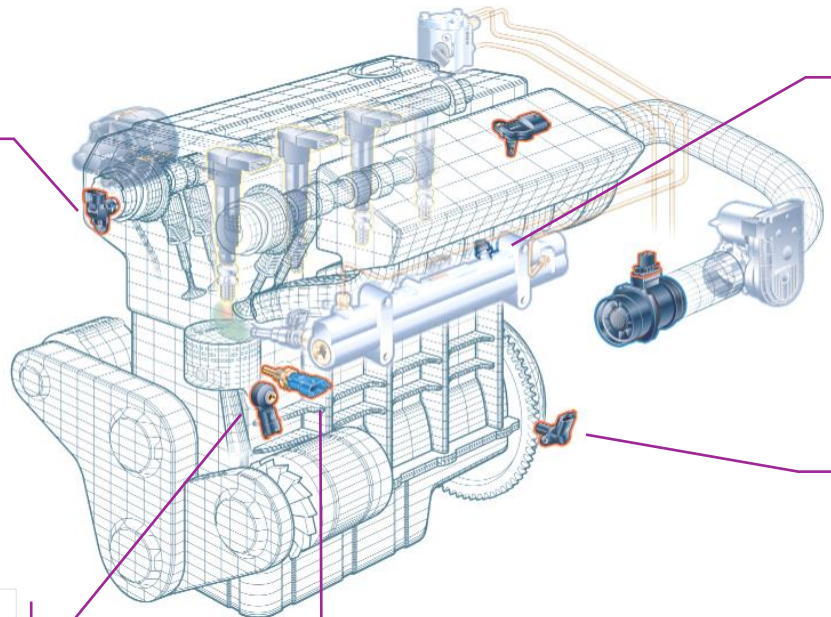
85%



Increasing market (precise injection)



38€



# Bosch product offer Exhaust system

Hybrid Gasoline Diesel



Watch the video



Lambda sensor



Temperature sensor



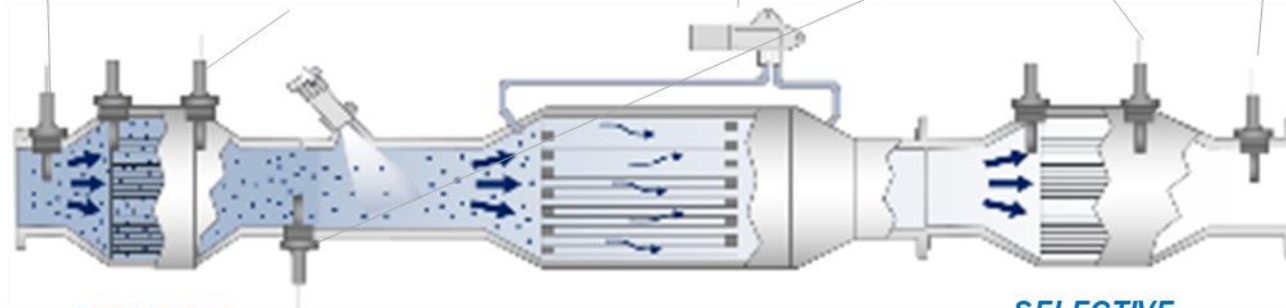
DPF pressure sensor



PM sensor



NO<sub>x</sub> sensor



OXIDATION CATALYST

DIESEL PARTICLE FILTER

SELECTIVE REDUCTION CATALYST (SCR)



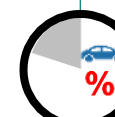
OE producer  
World leader



1 370 p/n



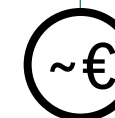
Bosch one stop supplier  
for all EGS sensors



→81%



Increasing market  
& equipment rate  
(to OES still)



60 € -365 €

# Bosch product offer Lambda sensors

Part number : 0 281 006 ...  
0 281 007 ...  
0 281 008 ...  
0 281 009 ...

FFA  
FFB



**Nbr** 1 or 2 (diag/control)\*

**++ Bosch**

- ▶ **Inventor**, OEM program including captive
- ▶ Universal connector program (16 p/n)
- ▶ The perfect OE sensor for the vehicle
- ▶ Bosch 1st IAM recommended brand

Hybrid Gasoline Diesel

Original  
Equipment  
quality



OE producer  
World leader



1 030 p/n

+12  
in 2025



Bosch one stop supplier for all  
EGS sensors



81%



Increasing market  
(to concessions) (Technical  
control)



135 €  
(uni 78€)

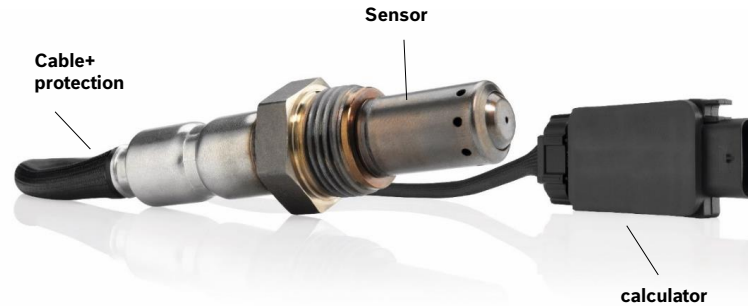
\*2 Sondes lambda minimum véhicules essence  
1 sonde en amont sur les diesel modernes

# Bosch product offer

## Nox sensors

Part number : 0 281 007 ...  
0 281 008 ...  
0 281 009 ...

FFC



Diesel

Original  
Equipment  
quality



Manufacturer/ Supplier  
OE



42 p/n

+10  
en 2025



Bosch sole supplier of the 5  
exhaust sensor



27% EU  
(35% in OE)



Increasing market  
(to concessions) (Technical  
control)



365 €

Nbr often 2

### Bosch advantages

- ▶ Manufacturer/ Supplier OE
- ▶ Captive program: **non-interchangeable**
- ▶ Bosch, an extensive expertise in exhaust gas treatment for diesel engines
- ▶ Expanding product ; For PC, CV
- ▶ Applications : PSA, Volvo, Land Rover, VW (Berlingo, C3, C4 cactus, C5 aircross, DS3 crossback, DS7 crossback, combo life, crossland X, 208, 301, 308 II, 508 II, 2008 I, 3008 SUV, 5008 II, Expert V, Rifter2017/18/19, Tiguan, XC40, V60 II, S90 II)



Continental

Bosch



# Bosch product offer

## PM sensor

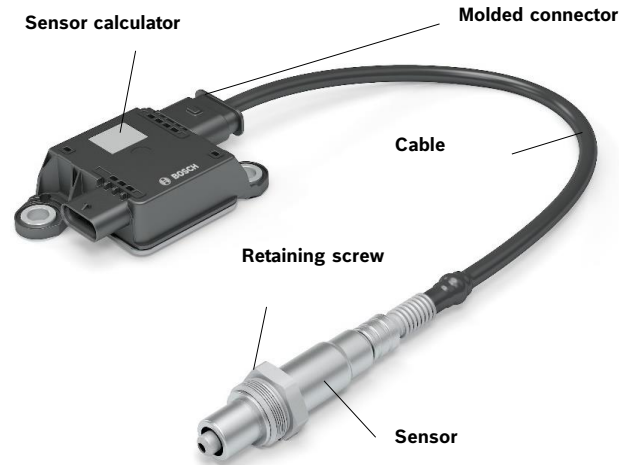
Part number: 0 281 006 ...  
0 281 007 ...  
0 281 008 ...  
0 281 009 ...

FFD

Nbr 1

### Bosch advantages

- ▶ OE supplier for 2nd generation sensors
- ▶ Captive program: **non-interchangeable**
- ▶ Expanding product ; For PC, CV
- ▶ Applications : Kia, LR, VW, Audi, Hyundai, Volvo, BMW, Opel, Mercedes ; since 2009



Diesel

Original  
Equipment  
quality



Manufacturer/ Supplier  
OE



63 p/n

+25  
en 2025



Bosch sole supplier of the 5  
exhaust sensors



59% EU  
Leader in OE (81%)



Increasing market  
(to concessions) (Technical  
control)



240 €

# Bosch product offer

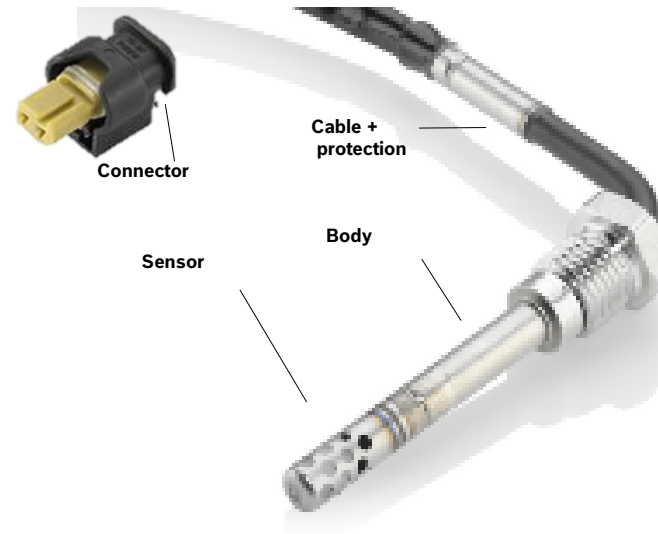
## Exhaust temperature sensor

NEW  
2020

Diesel

Part number : 0 986 259 ...

FFE



Nbr 1-3

Identification criteria CTN

- ++ **Bosch** ▶ OE quality, non-interchangeable
- ▶ Quick and easy installation



Manufacturer/  
Supplier OE



255 p/n

+10  
in 2025



Bosch sole supplier of  
the 5 exhaust sensors



45 Mio vehicles  
EU



Increasing market  
(to concessions)  
(Technical control)



100 €

# Offre produits Bosch DPF pressure sensor

Diesel

Part number: 0 261 23. ...  
0 281 002 ...  
0 281 006 ...  
0 986 280 7..

FFF



Nbr 1

**++ Bosch**

- ▶ OE quality
- ▶ High strength, high precision, long-term stability and electromagnetic protection



Manufacturer/  
Supplier OE



31 p/n



Bosch sole supplier of 5  
exhaust sensors



66%



Increasing market  
(to concessions)  
(Technical control)



60 €

# Bosch product offer Ignition system : coils



Hybrid Gasoline



OE producer,  
Premium quality



Original  
Equipment  
quality

No

315 p/n  
(+ 354 ignition cables+ parts)

+20  
in 2025



Development/ own production  
100% tested  
High resistance (no PVC in ignition cables)

%

82% (90% cables)

Tech

Intervention within range of MRA



2x more sales at OES

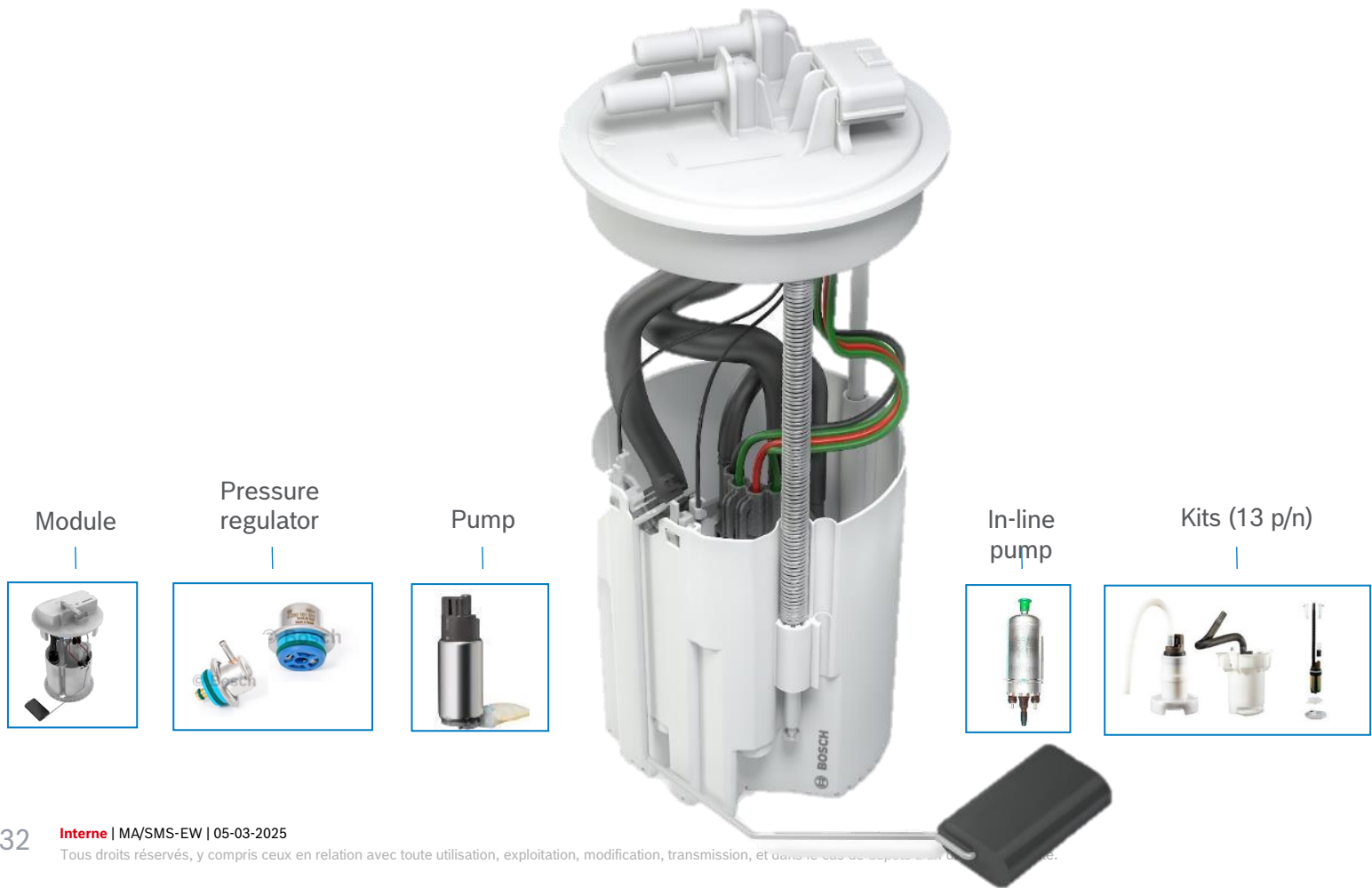
~€

975

# Bosch product offer

## Fuel supply : Electric fuel pumps and modules

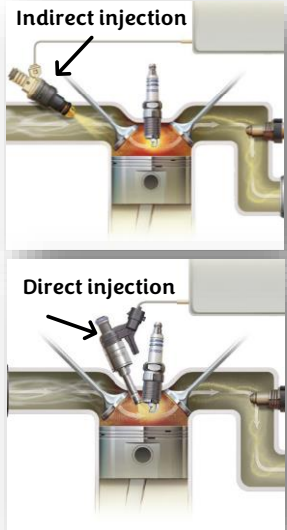
Hybrid Gasoline Diesel



- OE producer + Premium quality **+50** Original Equipment quality
- No** **+20** in 2025
- 100% tested validated, Optimised flow rate
- 65%**
- Tech
- ~€** **200€**

# Bosch product offer

## Fuel supply : injection



HDP1



HDP2



HDP5  
2006



HDP6  
2016

NEW  
2021

Techno

1967



EV1

2005



HDEV1



HDEV4  
Piezo



HDEV5



HDEV6

Hybrid Gasoline

Original  
Equipment  
quality



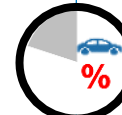
OE producer,  
inventor & leader



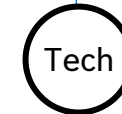
> 267 p/n  
+ 62 HP GDI pumps



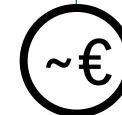
Captive, Bosch  
quality, NGI  
Precise injection flow



41 %  
Best in the market



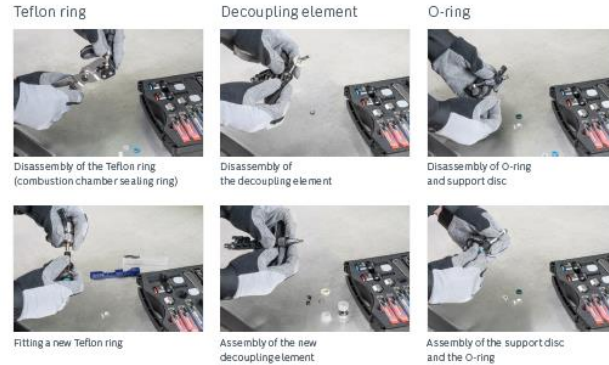
Tools & spare parts



85€  
(400€ HP pumps)

# Bosch product offer

## Tools and spare parts : **BTG5120**



New tool kit in Teflon  
HP injectors rings To  
dismount/mount O-rings  
HDEV1, 5, 6



- 1 Teflon bushing (combustion chamber)
- 2 Support washer
- 3 O-ring
- 4 Gasket

The O-ring, combustion chamber ring and gasket should always be replaced.

The support washer should only be replaced if defective.

# Bosch product offer

## Technical advise : Bosch recommends...



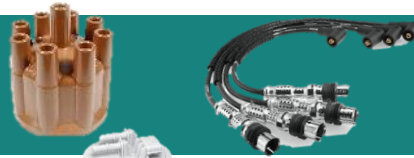
▶ Coil replacement



= Sparkplug replacement



▶ Replacement



= Sparkplug replacement



▶ Replacement



= replacement



▶ Replacement



= check/replacement



▶ Over-pollution/consumption or replacement FAP or turbo



= check/  
replacement



# Bosch product offer

## Other sensors

### WHEEL SPEED SENSOR ABS/ESP

- 1 bloc hydraulique
- 4 capteurs ABS
- 1 capteur d'accélération
- 1 capteur d'angle du volant
- 1 capteur d'angle lacet

ABS\*

TCS\*

ESP\*\*

above the  
wheel hub or  
drive shaft on  
the cardan  
side



Hybrid / Electric Gasoline Diesel

OE producer



>320 p/n

Bosch Inventor  
ABS (1978) and  
ESP® (1995)

94%

Expanding

80€

Hybrid / Electric Gasoline Diesel

Bosch production  
Premium quality

4 p/n

NEW  
2023

Solution TPA 300 pour la  
reprogrammation  
Short, low-storage range

90% EU

Durée vie TPMS d'origine  
= 10 ans → maintenant  
remplacement

39,20€

### TPMS SENSOR



Box of 20



# Bosch product offer

## Comparative vs competition

FUEL PUMP GASOLINE PARTS		Bosch	Contine ntal	BERU	Bremi	Delphi	Denso	EFI	ERA	FACET	Febi	Fispa	Hella	Hitachi	MEAT DORIA	MM	NGK	Pierburg	SIDAT	SMPE	Valeo	VDO	VEMO	
	Ignition Coils	•		•	•	•	•	•	•		•		•	•	•	•	•				•			
	Ignition cables	•	•	•	•	•	•	•	•	•				•	•	•	•		•	•	•		•	
	Fuel pumps	•	•			•	•		•			•	•		•	•		•	•		•	•	•	
	Gasoline injector	•	•			•	•		•		•	•		•	•	•			•		•	•	•	
	High-pressure pumps	•				•	•		•		•	•	•	•	•	•		•	•			•	•	
	Throttles body	•				•			•		•	•		•	•	•		•			•		•	
Sensors		Bosch	Continen tal	BERU	Bremi	Delphi	Denso	EFI	ERA	FACET	Febi	Fispa	Hella	Hitachi	MEAT DORIA	MM	NGK	Pierburg	SIDAT	SMPE	Valeo	VDO	VEMO	
Exhaust	Lambda sensor	•	•	•		•	•	•	•	•		•	•	•	•		•	•	•	•		•		
	Nox sensor	•	•				•		•			•			•		•					•	•	
	Particule sensor	•										•			•				•					
	Temperature sensor	•	•			•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•
	EGS-Pressure	•				•		•	•			•			•	•	•			•			•	
Admission	DPF differential pressure sensor	•				•		•			•		•		•									
	Air flow meter	•	•		•	•	•	•	•	•	•		•	•	•		•	•	•	•	•	•	•	
	Throttle position sensor	•				•			•	•		•			•	•			•					
Engine management	Temperature sensor	•	•	•		•				•			•		•	•	•				•	•	•	
	Pressure sensor oil/carb./coolant	•		•		•						•				•					•	•		
	High/Low pressure sensor	•	•			•								•		•			•				•	
	MAP sensor	•	•	•		•	•	•	•	•			•		•		•	•			•		•	
	Knock sensor	•	•			•		•		•		•	•		•	•					•	•	•	•
	Camshaft sensor	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•
	Crankshaft sensor	•	•		•	•		•	•	•	•	•	•	•	•	•	•		•	•	•	•	•	•
	Accel. pedal module / sensor	•							•				•		•		•							
	TPMS	•	•		•	•		•	•	•		•	•		•						•		•	•
	Wheel speed sensor	•	•		•	•		•	•	•	•	•	•		•		•			•		•	•	•

# Bosch product offer

## Comparative vs competition










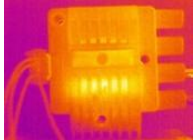




- ▶ Recognized brand: OE manufacturer, experience, very high quality and technical reliability
- ▶ Production sites (75% fab. in Europe) - 80% made in Bosch
- ▶ 25% portfolio = captive
- ▶ Service in all circumstances (e.g. deliveries even during crises) (Midi'stributeurs technical training)
- ▶ Broadest EM&GP coverage vs. competitors
- ▶ Dedicated technical parts sales & marketing teams
- ▶ High financial stability, investment in future projects

## COMPETITION

- HPP, MPP, LPP brands with disparate product qualities in the ranges
- 80% sourcing
- No or very few captive programs
- Delivery shortages
- Missing ranges
- Sales teams with variable availability
- Takeovers by other companies (risk of product lines disappearing to regain profit) - long-term viability

# Bosch product offer

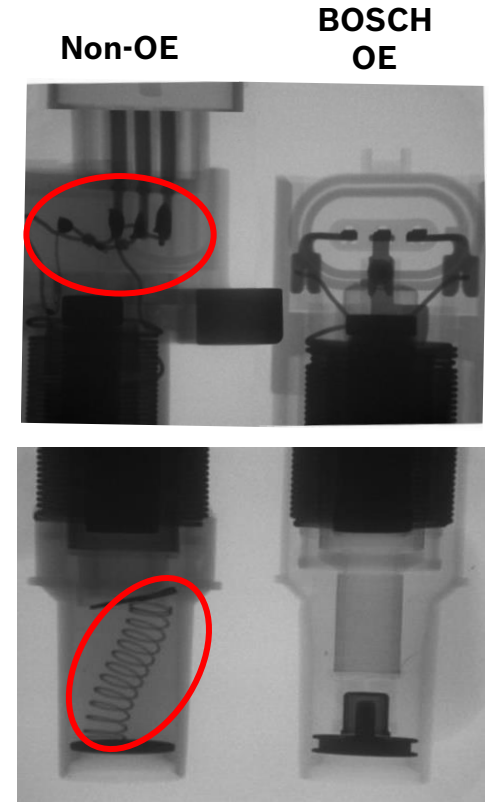
## Vs competition – Bosch quality coils: 100% TESTED = 100% RELIABLE

Example of defects	Consequences	
		
		
		
		

Low quality/ low price

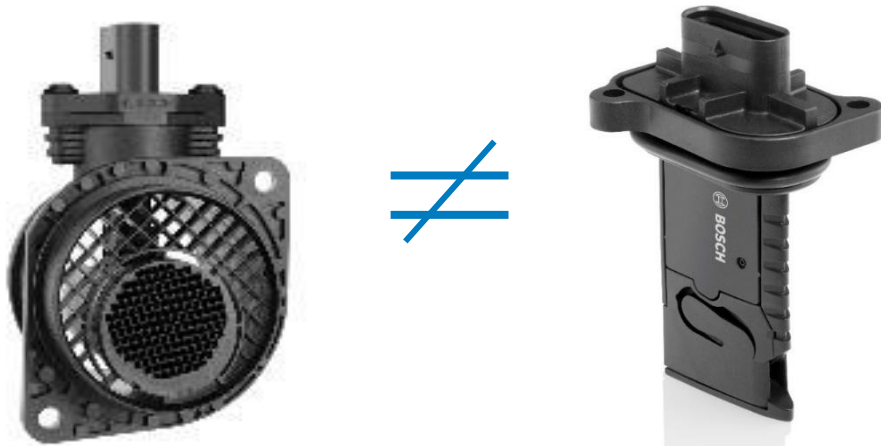
→ lasts 25-50% shorter

→ Minor and major roks








At Bosch, every part is tested in accordance with OE quality standards.

# Bosch product offer Vs competition – Air flow meter : ensure identical measurements



Software calibrates the sensor with its own box

Modular concept with many options for a single design

	HFM8-T	HFM8-PT	HFM8-H	HFM8-TH	HFM8-PTH
Design					
Signals	Mass volume, temperature	Mass volume, temperature, pressure	Mass volume, humidity	Mass volume, temperature, humidity	Mass volume, temperature, pressure, humidity

Different sensor assemblies in the same housing possible!  
(competition, comparing the same products/functions)



## Choosing the right product to meet original specifications

# 04

# Sales supports

# Sales supports

## Easy to find, easy to buy, easy to install



### Easy to find

- ▶ Catalogues
- ▶ Web application
  - ▶ TecDoc
  - ▶ ESI
  - ▶ eCat online (update)

### Easy to buy

- ▶ On all circuits
- ▶ Golda
- ▶ Purchase offline and online

### Easy to install

- ▶ Brochures
- ▶ Assembly instructions / QR codes
- ▶ Online video
- ▶ As original



Positive general impression and satisfied customers

# Marketing material

## Before/after sales support available and competent

### Dedicated sales teams



### Technical events



### Close collaboration with marketing



### Technical videos



### Training sessions

#### Trajets

1. Trajet d'initiation	05	5. Trajet Equipement Atelier	33
2. Trajet Diagnostic Véhicule	11	6. Trajet Contrôle Technique	41
3. Trajet Composants diesel	19	7. Trajet Bosch Classic	47
4. Trajet Hybride Electrique	27		

<b>3. Trajet Composants Diesel</b> <ul style="list-style-type: none"> <li>11. Réparation épaveur condition rail 1 et 2</li> <li>12. Réparation pompes CFI + CFI3</li> <li>13. Réparation pompes CFI4</li> <li>14. Réparation épaveur condition rail niveau 3</li> <li>15. Système trajectile BOS</li> <li>16. Réparation pompe CFI</li> </ul>	<b>4. Trajet Hybride Electrique</b> <ul style="list-style-type: none"> <li>11. Intervention sur véhicules hybrides / plug-in</li> <li>12. Intervention sur véhicules PSA</li> <li>13. Intervention sur véhicules Smart / plug</li> </ul>
<b>7. Trajet Bosch Classic</b> <ul style="list-style-type: none"> <li>11. Système Injection K-jetronic</li> <li>12. Système Injection L-jetronic</li> <li>13. Système Injection D-jetronic</li> <li>14. Système Injection Motronic</li> </ul>	<b>1. Trajet d'initiation</b> <ul style="list-style-type: none"> <li>11. Démarrage à la main</li> <li>12. Méthode de recherche de panne</li> <li>13. Contrôle des capteurs de position</li> <li>14. Utilisation correcte des outils</li> <li>15. Evénement et Eco-diagnostics</li> </ul>
	<b>2. Trajet Diagnostic Véhicule</b> <ul style="list-style-type: none"> <li>11. Diagnostic véhicule hybride</li> <li>12. Diagnostic véhicule MHD</li> <li>13. La participation de l'exploitant</li> <li>14. Gestion des données</li> <li>15. Système diagnostic Smart</li> <li>16. Diagnostic système Smart car 2.0</li> </ul>
	<b>5. Trajet Equipement Atelier</b> <ul style="list-style-type: none"> <li>11. Matériaux service et condition OTC et OTC2</li> <li>12. Matériaux service spécial de conditionnement</li> <li>13. Matériaux service spécial de conditionnement</li> <li>14. Matériaux service conditionnement</li> <li>15. Accessoires de gas</li> <li>16. Liste de fabrication des sites à la vitesse 100</li> </ul>
	<b>6. Trajet Contrôle Technique</b> <ul style="list-style-type: none"> <li>11. Check contrôle technique des véhicules</li> <li>12. Check contrôle technique des véhicules</li> <li>13. Analyse de gas</li> <li>14. Mesures régionales</li> </ul>

# FIELD AVAILABILITY

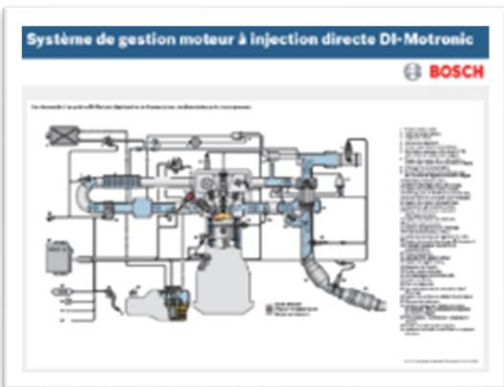
# Technical support

# Together

# TRAINING

# Marketing material

## Catalogs



## Technical posters

# Marketing material

Gasoline direct injection

Ignition parts

Lambda sensors

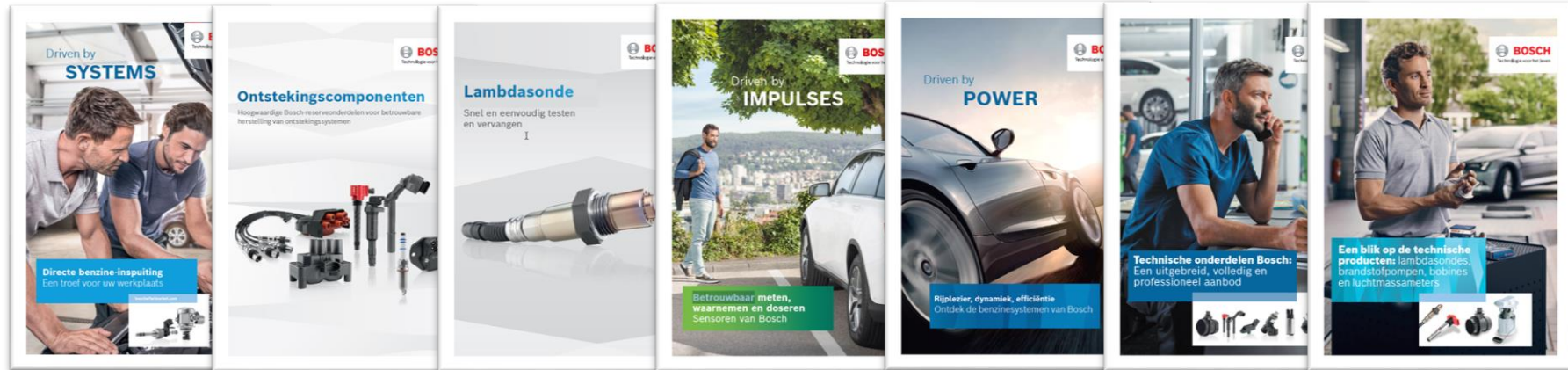
Sensors and probes

Gasoline parts

Technical parts

Technical parts essentials

Brochures



Des technologies pour la vie		Des technologies pour la vie		Des technologies pour la vie		Des technologies pour la vie		Des technologies pour la vie		Des technologies pour la vie	
Fiche gamme - Gestion Moteur & Pièces Essence Injection directe essence (GDI)		Fiche gamme - Gestion Moteur & Pièces Essence IOX		Fiche gamme - Gestion Moteur & Pièces Essence des allumage		Fiche gamme - Gestion Moteur & Pièces Essence pompe à carburant électrique		Fiche gamme - Gestion Moteur & Pièces Essence Débitmètre d'air		Fiche gamme - Gestion Moteur & Pièces Essence Je lambda	
<p><b>LES CHIFFRES CLÉS</b></p> <ul style="list-style-type: none"> <li>Plus de 200 références et 82 pompes HP</li> <li>19 nouvelles références en 2023</li> </ul>	<p><b>70</b> Applications Bosch</p> <p><b>20</b> Le nombre de pièces</p> <p><b>3,4x</b> Plus de pièces de rechange</p> <p><b>Économies</b></p> <p><b>95%</b> Prévention des risques</p>	<p><b>LES CHIFFRES CLÉS</b></p> <ul style="list-style-type: none"> <li>1 référence</li> <li>1 référence en 2023</li> </ul>	<p><b>5</b> CLÉS</p> <p>1 référence <p>1 référence en 2023</p> </p>	<p><b>LES CHIFFRES CLÉS</b></p> <ul style="list-style-type: none"> <li>200 références</li> <li>14 nouvelles références en 2023</li> <li>50% de couverture du parc existant en Europe</li> </ul>	<p><b>LES CHIFFRES CLÉS</b></p> <ul style="list-style-type: none"> <li>Plus de 200 références</li> <li>24 nouvelles références en 2023</li> </ul>	<p><b>LES CHIFFRES CLÉS</b></p> <ul style="list-style-type: none"> <li>Plus de 200 références</li> <li>24 nouvelles références en 2023</li> </ul>	<p><b>LES CHIFFRES CLÉS</b></p> <ul style="list-style-type: none"> <li>Plus de 200 références</li> <li>24 nouvelles références en 2023</li> </ul>	<p><b>LES CHIFFRES CLÉS</b></p> <ul style="list-style-type: none"> <li>Plus de 200 références</li> <li>24 nouvelles références en 2023</li> </ul>	<p><b>LES CHIFFRES CLÉS</b></p> <ul style="list-style-type: none"> <li>Plus de 200 références</li> <li>24 nouvelles références en 2023</li> </ul>	<p><b>LES CHIFFRES CLÉS</b></p> <ul style="list-style-type: none"> <li>Plus de 200 références</li> <li>24 nouvelles références en 2023</li> </ul>	<p><b>LES CHIFFRES CLÉS</b></p> <ul style="list-style-type: none"> <li>Plus de 200 références</li> <li>24 nouvelles références en 2023</li> </ul>
<p><b>70</b> Applications Bosch</p> <p><b>20</b> Le nombre de pièces</p> <p><b>3,4x</b> Plus de pièces de rechange</p> <p><b>Économies</b></p> <p><b>95%</b> Prévention des risques</p>	<p><b>70</b> Applications Bosch</p> <p><b>20</b> Le nombre de pièces</p> <p><b>3,4x</b> Plus de pièces de rechange</p> <p><b>Économies</b></p> <p><b>95%</b> Prévention des risques</p>	<p><b>120</b> Applications Bosch</p> <p><b>6</b> Le nombre de pièces</p> <p><b>3,4x</b> Plus de pièces de rechange</p> <p><b>Optimal</b></p> <p><b>95%</b> Prévention des risques</p>	<p><b>120</b> Applications Bosch</p> <p><b>6</b> Le nombre de pièces</p> <p><b>3,4x</b> Plus de pièces de rechange</p> <p><b>Optimal</b></p> <p><b>95%</b> Prévention des risques</p>	<p><b>50</b> Applications Bosch</p> <p><b>6</b> Le nombre de pièces</p> <p><b>3,4x</b> Plus de pièces de rechange</p> <p><b>Optimal</b></p> <p><b>95%</b> Prévention des risques</p>	<p><b>50</b> Applications Bosch</p> <p><b>6</b> Le nombre de pièces</p> <p><b>3,4x</b> Plus de pièces de rechange</p> <p><b>Optimal</b></p> <p><b>95%</b> Prévention des risques</p>	<p><b>100</b> Applications Bosch</p> <p><b>6</b> Le nombre de pièces</p> <p><b>3,4x</b> Plus de pièces de rechange</p> <p><b>Optimal</b></p> <p><b>95%</b> Prévention des risques</p>	<p><b>100</b> Applications Bosch</p> <p><b>6</b> Le nombre de pièces</p> <p><b>3,4x</b> Plus de pièces de rechange</p> <p><b>Optimal</b></p> <p><b>95%</b> Prévention des risques</p>	<p><b>100</b> Applications Bosch</p> <p><b>6</b> Le nombre de pièces</p> <p><b>3,4x</b> Plus de pièces de rechange</p> <p><b>Optimal</b></p> <p><b>95%</b> Prévention des risques</p>	<p><b>100</b> Applications Bosch</p> <p><b>6</b> Le nombre de pièces</p> <p><b>3,4x</b> Plus de pièces de rechange</p> <p><b>Optimal</b></p> <p><b>95%</b> Prévention des risques</p>	<p><b>100</b> Applications Bosch</p> <p><b>6</b> Le nombre de pièces</p> <p><b>3,4x</b> Plus de pièces de rechange</p> <p><b>Optimal</b></p> <p><b>95%</b> Prévention des risques</p>	<p><b>100</b> Applications Bosch</p> <p><b>6</b> Le nombre de pièces</p> <p><b>3,4x</b> Plus de pièces de rechange</p> <p><b>Optimal</b></p> <p><b>95%</b> Prévention des risques</p>

● ● ● Range sheets



# Marketing material

## Stock recommendations

Présentation de stock - Robins Bosch - 03/2024 France

Code	Libellé	Quantité	Unité	Statut
1	FFA	1000	1000	Actue
2	FFA	2000	2000	Actue
3	FFA	3000	3000	Actue
4	FFA	4000	4000	Actue
5	FFA	5000	5000	Actue
6	FFA	6000	6000	Actue
7	FFA	7000	7000	Actue
8	FFA	8000	8000	Actue
9	FFA	9000	9000	Actue
10	FFA	10000	10000	Actue

## P/n analysis without sales

Produit	Libellé	Statut	10308	10308	10307	10301	71909	66760	61506	32002	67172	05678	20780
1	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
3	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
9	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

**BOSCH**  
Nouveautés 2024 Bosch - Tous produits

Code	Libellé	Statut	10308	10308	10307	10301	71909	66760	61506	32002	67172	05678	20780
1	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
3	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
9	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

**BOSCH**  
Sondes de température d'échappement  
2024

Bosch propose un nouveau programme de sondes de température pour véhicules d'échappement de qualité OE, de la 1000cc aux 2000cc. Gamme de moteurs 4 cylindres, 5 cylindres et 6 cylindres.

N°	Libellé	Statut	10308	10308	10307	10301	71909	66760	61506	32002	67172	05678	20780
1	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
3	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
9	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

## New products

Des technologies pour la vie **BOSCH**

**BOBINES D'ALLUMAGE BOSCH**  
Des bobines sous le capot : performance et fiabilité au long terme

- Fabrication Bosch aux standards OE
- Des produits de haute qualité conçus pour durer
- Une fiabilité exemplaire.

Les incontournables : EOP Vertes

Code	Libellé	Statut	10308	10308	10307	10301	71909	66760	61506	32002	67172	05678	20780
1	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
3	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
9	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

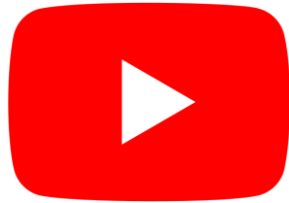
Les références à partir de :





Code	Libellé	Statut	10308	10308	10307	10301	71909	66760	61506	32002	67172	05678	20780
1	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
3	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
9	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
10	FFA	Actue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

## The essentials

# Marketing material

## Discover our posts and videos on our social networks



- 3  **Bosch : les capteurs de gestion moteur**  
Bosch Auto 2:24
- 4  **Bosch: les sondes du système de gestion des gaz...**  
Bosch Auto 1:52
- 5  **Le traitement des gaz d'échappement par Bosch po...**  
Bosch Auto 3:22
- 6  **Des héros sous le capot - Bobines d'allumage Bosch**  
Bosch Auto 2:05

**Bosch Auto Tech**  
190 vues · il y a 11 mois  
Bosch Auto



facebook


Adresse e-mail ou télép Mot de passe Se connecter

Les capteurs Bosch  
**Faits l'un pour l'autre.**  
Depuis toujours.

 **Bosch Auto**  
138 K J'aime • 137 K followers

Publications À propos Reels Photos Vidéos




 **Bosch Mobility Aftermarket France**  
3 029 abonnés  
1 mois

Alors que notre campagne capteurs bat son plein, il est temps pour nous de vous proposer de tester vos connaissances sur les différents types de capteurs Bosch. Soyez la/le plus rapide et mesurez-vous à vos collègues dans l'atelier ! 🏆

Participez au challenge ici : <https://lnkd.in/evgJzNR7>

#MescapteursBoschetmoi #Challenge #BoschAutomotiveAftermarket #InnovationAutomobile #QualitéEfficacité



Challenge Capteurs Bosch - Mes capteurs Bosch et moi.  
boschaftermarket.com

# Marketing material

## Technical training program



### Trajets

1. Trajet d'initiation	05	5. Trajet Equipement Atelier	33
2. Trajet Diagnostic Véhicule	11	6. Trajet Contrôle Technique	41
3. Trajet Composants diesel	19	7. Trajet Bosch Classic	47
4. Trajet Hybride Electrique	27		

<b>3 Trajet Composants Diesel</b> <ul style="list-style-type: none"> <li>- 3.1. Réparation injecteurs common rail niv. 1 et 2</li> <li>- 3.2. Réparation pompes CP1 + CP3</li> <li>- 3.3. Réparation pompes CP1H</li> <li>- 3.4. Réparation injecteurs common rail niveau 3</li> <li>- 3.5. Système traçabilité BQS</li> <li>- 3.6. Réparation pompe CP4</li> </ul>	<b>4 Trajet Hybride Electrique</b> <ul style="list-style-type: none"> <li>- 4.1. Intervention sur véhicules hybrides / électriques</li> <li>- 4.2. Intervention sur véhicules PSA</li> <li>- 4.3. Intervention sur véhicules Start / Stop</li> </ul>	
<b>7 Trajet Bosch Classic</b> <ul style="list-style-type: none"> <li>- 7.1. Système Injection Kjetronic</li> <li>- 7.2. Système Injection Ljetronic</li> <li>- 7.3. Système Injection Djjetronic</li> <li>- 7.4. Système Injection Mono-jetronic</li> </ul>	<b>1 Trajet d'initiation</b> <ul style="list-style-type: none"> <li>- 1.1. ECU[ronce] 2.0</li> <li>- 1.2. Méthodes de recherche de pannes</li> <li>- 1.3. Contrôle des capteurs et activateurs</li> <li>- 1.4. Utilisation testeur moteur</li> <li>- 1.5. Écoentretien et éco-diagnostic</li> </ul>	<b>2 Trajet Diagnostic Véhicule</b> <ul style="list-style-type: none"> <li>- 2.1. Diagnostic véhicules multiples</li> <li>- 2.2. Injection directe essence MED</li> <li>- 2.3. Le perfectionnement de l'éco-entretien</li> <li>- 2.4. Common rail 3ème gén.</li> <li>- 2.5. Système dépollution Diesel</li> <li>- 2.6. Diagnostic système Demox sur PL</li> </ul>
	<b>5 Trajet Equipement Atelier</b> <ul style="list-style-type: none"> <li>- 5.1. Mise en service et réparation (KTS et DCU)</li> <li>- 5.2. Mise en service appareil de climatisation R134a</li> <li>- 5.3. Mise en service appareil de climatisation HFO1234HF</li> <li>- 5.4. Mise en service équilibreuse (démonte-pneu)</li> <li>- 5.5. Analyseur de gaz</li> <li>- 5.6. Outil de calibration des aides à la conduite DAS</li> </ul>	<b>6 Trajet Contrôle Technique</b> <ul style="list-style-type: none"> <li>- 6.1. Chaîne contrôle technique - SRV 039 initial</li> <li>- 6.2. Chaîne contrôle technique - SRV 039 recyclage</li> <li>- 6.3. Analyseur de gaz</li> <li>- 6.4. Nouveaux règles-phares</li> </ul>

# 05

# Loyalty program extra

# extra Loyalty program

## Engine Management & Gasoline Parts benefit from extra program



Parts	Product family	eXtra pts
<b>Electric Fuel Pumps</b>	FA0	50
<b>Lambda sensors</b>	FFA, FFB	40
<b>EGS-Temperature sensors</b>	FFE	15
<b>DPF pressure sensors</b>	FFF	15
<b>Air mass meters (new &amp; exchange)</b>	FGA, FGB	40
<b>Ignition coils</b>	FHA	15
<b>Powertrain sensors</b>	FC0	15



# 06

## In a nutshell

# In a nutshell

## Main messages

1

### **OE and high premium quality Bosch**

Complies with original equipment manufacturer regulations and standards

2

### **Own productions facilities, Bosch owes competence and knowledge**

Long-term investments,  $\frac{3}{4}$  parts produced in Europe

3

### **Great portfolio for PC, LCV, CV, for diesel gasoline & hybrids applications**

Bosch is a great business partner for the future

4

### **Product market coverage constantly increasing**

>160 p/n per year, coverage up to 90%

5

### **Intense sales, technical and marketing support**

Sales team availability, trainings, marketing material



**Thank you for  
your attention**