



BOSCH

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BOSCH
Service



Car Service

Bosch Car Service

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Service



**Bosch Car Service:
A network partnership
with Bosch**



Introducing Bosch Car Service

Car Service #LikeABosch



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The rapid growth of digitalisation, new electronics, new types of vehicles, new techniques as well as new business models are all opportunities that a workshop can benefit from. With the right support, systems and processes in place, partnering with Bosch Car Service can save you time, increase your efficiency and allow you to maximise the energy you invest into your business.

Our powerful Bosch Car Service network, underpinned by the strength of the Bosch name and reputation, will support you with many of the challenges you may be facing on a daily basis. There are over 15,000 Bosch Car Service workshops across the globe. Join the world class Bosch Car Service network to safeguard your future!



A world leader with a global reputation

- Unique knowledge, expertise and a systematic approach
- A significant share of parts in today's vehicles are manufactured by Bosch
- We pioneered many technologies that are now industry standards
- More than 125 years of supplying parts and spares to the automotive industry



Benefit from Bosch expertise

- Boost your image locally with our global reputation for quality and service
- Increase profitability by offering a proven, premium service
- Win more local business, customers and multi-brand fleets with our full-service concept
- We provide practical support in optimising your processes and technical training

The first Bosch Car Service workshop opened in Hamburg, Germany in 1921. Now more than one hundred years later, there are over 15,000 Bosch Car Service workshops in 150 countries.

Bosch Car Service Benefits at a glance

- ▶ **Full-service workshop concept:** Parts, tooling, equipment and technical support for all vehicle makes
- ▶ **Increased turnover:** Attract new customers with high life-time value
- ▶ **Increased profits:** Extensive management support that improves your efficiency
- ▶ **Buying power:** Better purchasing terms on products and services with our partners
- ▶ **Premium image:** Stand out against local competitors
- ▶ **Stronger reputation:** The power of the trusted Bosch global brand reflects back onto your businesses
- ▶ **Nationwide warranty:** Stand out as a national player from an independent small workshop

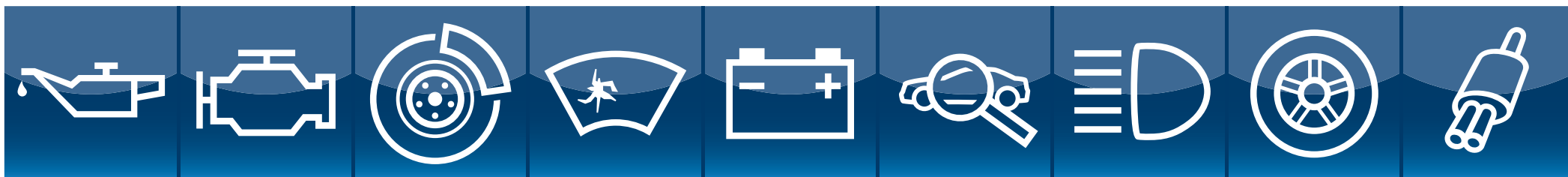


“The Iconic Bosch Brand is well known for its quality. Soon after joining the network, I definitely noticed a change in customer behaviour towards my workshop. By leveraging off the trusted brand, our customers (new and existing), instantly related our workshop services to being of the same quality level. The positive improvements made to my workshop, certainly have helped to grow my business steadily. The workshop recently undertook a grand makeover due to the growth incurred. I’m very proud of where it is today!”

Bryce Spiteri
Bosch Car Service - Rincap
Milperra, NSW, Australia

Types of Service

- ▶ Electric/Electronic
- ▶ Inspection and Maintenance
- ▶ System Diagnostics
- ▶ Diesel Vehicle Service
- ▶ Gasoline Injection
- ▶ Engine Management
- ▶ Braking Systems
- ▶ Additional Technical Services
- ▶ Tyre and Suspension
- ▶ General Mechanical Work



Bosch Car Service

Member Support Features

The Bosch Car Service concept was created to address the needs of independent automotive workshops operating in today's changing market. We know that independent workshops rarely have first-hand information on what is going on in the industry and sometimes lack the resources and connections to keep abreast of the developments.

With a focus on the development of technical and business know-how, the concept addresses eight main areas targeted at increasing your competitive advantage in the market.



One low cost joining package will get you started.

Be supported all the way with a Bosch Car Service network membership.

National Marketing

- Leverage off the national network marketing campaigns
- Use of online & traditional advertising channels
- National website & workshop locator

Professional Branding

- Full access to Bosch Car Service branding
- Subsidised branded workwear and consumables
- Branded point of sale material

Business Coaching

- Bosch Service Excellence - face to face & online training
- Customised business analysis and benchmark
- Dedicated Workshop Area Manager to provide consultancy service

Partnerships

- Access to greater buying power with multiple parts and service suppliers
- AAAA membership included (AU only)
- Pay for your Bosch Car Service fees and technical training through Capricorn
- OEM database included

Nationwide Warranty

- National network warranty coverage - ensure peace of mind for your customers

Networking

- Regional meetings
- Oceania convention
- 24/7 online interaction with the Bosch Talks application

eXtra – Points loyalty program

- Reward points for every Bosch product purchased
- Reward points from various partners
- More than 8 reward categories available

Bosch Support

- Back office experienced team
- Technical training
- Equipment & ESIttronic software
- MyBSN online portal



Bosch Car Service Corporate Brand

The Bosch Car Service concept is based on aligning yourself with one of the world's premiere brands in workshop services. By directly partnering with Bosch, your workshop will stand out from your competitors. Through everything from external signage to business stationery, the trusted Bosch Car Service corporate image represents true quality and technical expertise.

Utilising the Bosch brand

With Bosch Car Service signage outside your workshop, customers will always be reminded of the top quality vehicle servicing and repairs they receive. Once inside, they will find that professionalism is carried through at all levels, from the workwear you and your staff wear to the point-of-sale marketing and information materials.

Joining package includes:

- ▶ Interior signage
- ▶ Exterior signage
- ▶ Workwear
- ▶ Business cards
- ▶ Letterhead & Email signature design
- ▶ Workshop consumables & merchandise
- ▶ Message on hold recording



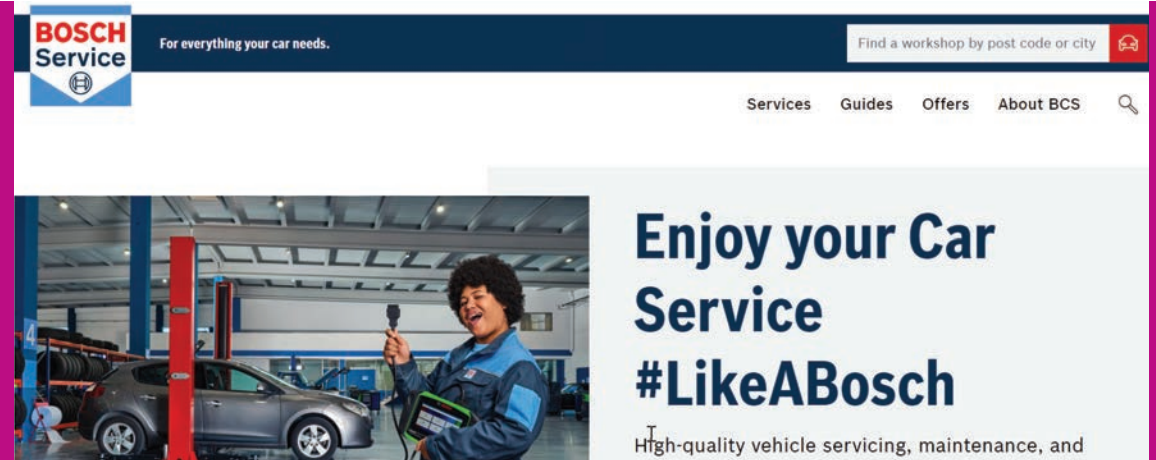
As a Bosch Car Service workshop, you will have rights to use the branding throughout your business, including advertising.

Marketing Support

Bosch Car Service Network website and locator

An official online network presence is available for all Bosch Car Service workshops. The national Bosch Car Service website is the primary platform for creating a larger consumer awareness of the network, including services, promises and warranty programs.

Regular marketing activity ensures the website is visited more regularly, thus driving more consumer traffic through to the Bosch Car Service network.



Workshop websites

Whether your business currently owns a website or you're beginning to wonder how to start, Bosch Car Service workshops have access to a preferred service partner to assist you with this.

Featuring the correct Bosch Car Service styleguide, your online presence will also incorporate the Bosch Car Service branding. Your new website can also be linked directly to network promotions.

Google MyBusiness Profile Page

Receive a complimentary branded update to your Google MyBusiness profile page.

National social media

Our brand can be found across all major social media channels including Facebook, Instagram, LinkedIn and YouTube.

Follow/subscribe to these Bosch Car Service social media channels:



Facebook

Search term: Bosch Car Service Australia & New Zealand



Instagram

Search term: Boschcarservice_aus_nz



LinkedIn

Search term: Bosch Car Service Australia & New Zealand



YouTube

Search term: Bosch Car Service Channel

Marketing Support

Brand Awareness

The annual rollout of strategic brand awareness campaigns connect customers to the Bosch Car Service brand.

The campaigns assist in:

- ▶ Increasing the brand awareness of Bosch Car Service
- ▶ Driving new customers to Bosch Car Service workshops

Driven by 4 key messages:

- ▶ Technical expertise (backed by Bosch Automotive)
- ▶ Quality work (trustworthy technicians)
- ▶ Global Brand (largest group of independent workshops in the world)
- ▶ Nationwide warranty (consumer peace of mind)



National Promotion Activity

Bosch designs annual national promotion activity to help drive more customers to your workshop.



Local Area Marketing

All Bosch Car Service workshops have the opportunity to leverage the Bosch Car Service brand when creating their own local area material. Potential new customers naturally perceive your business differently when you associate your workshop with a globally recognised brand.

Personalised local area marketing material includes brochures, flyers, ads, vouchers, signage, stationery, vehicle livery and other point of sale items.

Joining package includes:

- | | |
|------------------------------------|--------------------------------|
| ▶ National website locator listing | ▶ Marketing campaign kits |
| ▶ Google MyBusiness listing | ▶ Local area marketing designs |
| ▶ Reception point of sale material | ▶ Social media ads |

Dedicated Bosch Consultants - Here To Support You

When you become a Bosch Car Service workshop, you are assigned a dedicated Bosch consultant who will offer you customised advice and support your needs to further grow your business. Your Bosch consultant will run a 360 degree business health check on your business to help you identify areas to improve your profitability and grow your clientele.

From business management to marketing, training recommendations to supplier management, your Bosch consultant will be there with you, every step of the way.



Professional Bosch Consultancy Program



The Bosch Consultancy Program has been designed to assist you with your workshop process, business analysis, profitability and marketing support as well as guide you through the digital transformation of your business.

Joining package includes:

- ▶ **Dedicated Bosch consultant**
- ▶ **Customised analysis and benchmark reports**
- ▶ **Bosch Service Excellence business training**

Our Technical and Management support techniques will:

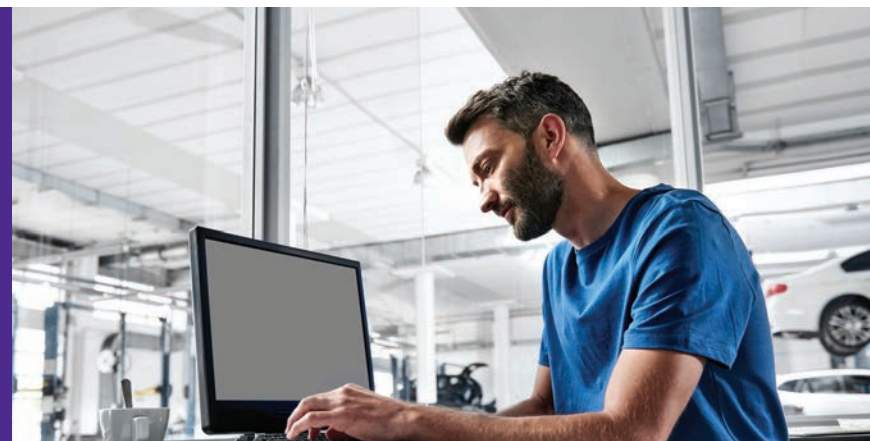
- ▶ Help you to connect your processes and make them more efficient
- ▶ Identify business areas that need improving by benchmarking your business performance with industry standards
- ▶ Help you to implement and utilise your Workshop Management System to its fullest potential
- ▶ Support you in running your own local area marketing activities by using contents developed by Bosch
- ▶ Connect you with a range of Bosch Car Service preferred suppliers who can benefit your business with Bosch Car Service group pricing
- ▶ Connect you to a loyalty program that rewards you on your purchases of parts, equipment and service products

A Bosch Consultant will:

- ▶ Help to increase your workshop's local reputation for quality and service
- ▶ Help to increase business profitability
- ▶ Provide practical support to optimise your workshop processes
- ▶ Provide advice on technical and management training
- ▶ Provide marketing assistance
- ▶ Help to increase your customer base and improve client retention

Training for the Future

Bosch will support your staff and technicians in two areas of training: Business and Technical. This will provide your business with the backbone to be empowered to be the very best it can be. The highly acclaimed programs will improve your bottom line performance, quality and customer satisfaction.



"In an increasingly competitive environment, nothing is more valuable than knowledge. Continuous training is essential to ensure that you stay ahead of the competition." (Robert Bosch).

Business Program - Bosch Service Excellence

The Bosch Service Excellence program is a business management training program that provides your business with a framework to take your service quality to the next level.

Full-day classroom facilitated courses

Brand and marketing management
Staff and customer management
Workshop Processes

Workshop Quality Management
Operational Management
Financial Management

Webinar and online courses

Mental Health Awareness

Brand & Marketing Management

Customer Management

Workshop processes

Financial Management

Digital Marketing

Staff Management







Occupational Health & Safety

Bosch Automotive Technical Training Program

The carefully constructed courses within the Bosch Car Service Technical Training program are structured to keep your technicians at the forefront of servicing practices.

Bosch's aim is to provide your technicians with exceptional global industry technical training at Bosch Car Service discounted rates. Furthermore, by becoming a Bosch Car Service workshop, your technicians are able to enroll into the exclusive Bosch Diagnostic Technician Certification Program.

Become a faster and more efficient workshop with Bosch Technical Training. The program includes:

 Electrical and Electronics	 Alternative Drives	 Gasoline	 Chassis and Braking	 Diesel	 Diagnostics and Test Equipment
Electronic Fundamentals & Sensor Diagnosis	Hybrid & Electric Vehicles	Engine Management System	Vehicle Braking Systems	Common Rail System Diagnosis	On-Board Diagnosis
Electronic Battery Management		Gasoline Direct Injection	Vehicle Dynamics Control		Pass-Thru Programming
		Ignition System Diagnosis	Advanced Driver Assistance Systems		KTS/ESI Operation
			Vehicle Dynamics Control - Proving Ground Experience		

Partnerships

One of the key benefits of belonging to the Bosch Car Service network is the access to greater buying power with multiple product and service suppliers.



Bosch Service Providers

Burson - All products (AU)



Partmaster - All products (NZ)



Ryco Filters - Filters (AU & NZ)



Austbrokers - Insurance (AU)



Castrol - Lubricants (AU)



Michelin Australia P/L - Tyres (AU)



Safe T Stop - Equipment (AU)



Podium - Customer Reviews (AU)



AAAA - Membership (AU)



AutoData - Technical subscription (AU & NZ)



Mechanic Desk - Workshop Management System (AU & NZ)



Kukui - Analytics (AU & NZ)



Capricorn Society Limited - Financing (AU & NZ)



Club Evolution - Roadside Assist (AU)



Arid Zone - Workwear & Consumables (AU & NZ)



Openpay - Payment (AU)



Altius Group - OHS services (AU)



Smith Bros Media (SBM) - Website (AU & NZ)



Cooldrive - All products (AU & NZ)



Loyalty Program

Purchases from participating products/vendors translate into Loyalty Reward Points. So eXtra rewarding!
There are over 150 great items available to redeem.



eXtra.
Rewarding Loyalty



eXtra participating products/vendors.

All Bosch automotive product (excluding diesel)

Points applied at 2% - 6% of purchase value*



Other participants

Points applied at average 1% - 2% of purchase value*

RYCO
FILTERS

Castrol

BURSON
AUTO PARTS

PARTMASTER
SMARTER AUTO PARTS

*Log on to the Bosch eXtra App for more information and regular updates on participating products and approved vendors.

Network Nationwide Warranty Program

Bosch Car Service offers reassurance on all vehicle servicing, maintenance and repairs by providing Bosch Car Service customers with a Nationwide Warranty Program.

Network Nationwide Warranty Program overview

When travelling around the country, customers can have peace of mind and count on the Bosch Car Service network to attend to their vehicle concerns wherever they may be. As long as the concern relates to a service or repair performed in the last 12 months by an authorised Bosch Car Service workshop in the network, any further repairs or replacement parts will be covered on the customer's behalf. The Bosch Car Service nationwide warranty program ties your workshop to the network and provides customers with the view that your workshop belongs to a trusted nationwide network they can depend on. The Bosch Car Service Nationwide Warranty period is 12 months or 20,000kms for products and repairs.

Joining fee includes:

- Instant participation in the Bosch Car Service nationwide warranty program



Bosch Car Service: Protecting your vehicle with Nationwide Warranty



Technical & Product Support

As a Bosch Car Service, you will have direct access to technical assistance.

- ▶ You will receive access to OEM service data through our partner data supplier - Autodata
- ▶ You will have access to technical support via Autodata's technical support team



Technical Competence

In order to demonstrate a consistent level of technical competence, a Bosch Car Service requires the ownership of a minimum level of Bosch diagnostic equipment. This equipment requires the new ESI[tronic] 2.0 diagnostic software which holds vehicle information, diagnostics, troubleshooting and maintenance, all at your fingertips.

Bosch can also help you to analyse your current service range and the equipment requirements your workshop may need in the future. Bosch can ensure you and your technicians are properly trained in the operation, safety and maintenance and offer ongoing support for all Bosch diagnostic equipment.

Bosch Product Merchandisers

Bosch have a range of product merchandisers and sample products to assist you with your daily business inside your workshop and reception area.



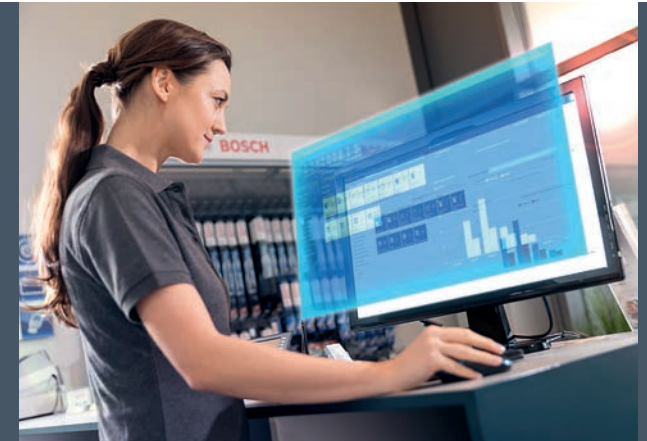
Joining fee includes:

- ▶ Inclusion into the Bosch Diagnostic Certification Program
- ▶ 3 days of technical training of your choice
- ▶ Autodata subscription
- ▶ Equipment: Scan tool, battery tester & charger
- ▶ Bosch wiper merchandiser (minus product)

Workshop Management System

Preparing your workshop for the future.

Workshops are currently undergoing a dramatic change, driven by a highly dynamic automotive market, digitization, electric vehicles, new intermediaries, online business and more.



The new Bosch recommended Workshop Management System (Mechanic Desk) has been specifically designed to meet these challenges and help you to generate more business and increase profitability. The software enables you to be customer satisfaction oriented and helps to increase their loyalty. By using Mechanic Desk, you have the guarantee of a state-of-the-art software. Mechanic Desk is constantly updated, stable and backed up.

Mechanic Desk is your powerful tool for:

- Booking Diary & Job Management
- Invoicing
- Inventory
- Customer and vehicle data management
- Customer relationship management
- Service Scheduling
- Multi source parts ordering
- Bill & Payment Management
- Connectivity of your workshop
- Workshop planning & reporting
- Role based user access

Your benefits

New types of electric and hybrid vehicles, new business models, new intermediaries and new OEMs are all adding complexity to workshop operations.

Mechanic Desk meets these challenges by simplifying all workshop-related processes while ensuring regulatory compliance.

1. One stop solution for all workshop processes, including scheduling, invoicing, and parts management.
2. Truly hassle-free - No installation or manual data backup required. Access to your business anywhere, anytime on any device.
3. Simple, Easy to use - Intelligent auto-suggest, auto-complete and automatic address verification means less typing and better ease of use.
4. Everything you need - Online bookings, Diary, Job Management, Vehicle History and Service Reminder by Email or SMS.
5. Automatic Software Updates – any updates automatically apply to your account without any manual intervention.
6. No hardware and infrastructure investment or additional security software needed.

Bosch Car Service

Investment

The Bosch Car Service affordable annual fee is minimal compared to other similar propositions and is not based on a percentage of your turnover.



Description	Joining Fee Inclusions	Annual Fee Inclusions	Additional costs
NATIONAL MARKETING			
National Bosch Car Service website	✓	✓	
Your details on the Bosch Car Service national locator	✓	✓	
National Bosch Car Service promotions	✓	✓	
National Bosch Car Service brand awareness campaign	✓	✓	
Local area marketing design	✓	✓	
Workshop website build & hosting	✓		✓
Social media ad pack	✓	✓	
Google My Business profile page update	✓	✓	
PROFESSIONAL BRANDING			
Welcome point of sale material	✓		
Exterior signage makeover, includes installation	✓		
Stationery	✓ 500 Business cards	✓ Artwork	✓ Printing
Work wear & corporate wear	✓ 4 Uniform sets		✓
Workshop consumables & merchandise	✓ Starter pack		✓
Message on Hold Recording	✓	✓	
BUSINESS COACHING			
Dedicated business consultant	2 Full days	✓	
Customised analysis and benchmark report	✓	✓	
Bosch Service Excellence classroom training	✓	✓	
Bosch Service Excellence webinar training	✓	✓	
PARTNERSHIPS			
Access to greater buying power with parts suppliers	✓	✓	
Access to greater buying power with service suppliers	✓	✓	
Bosch Car Service member fee payment through Capricorn	✓	✓	
OEM database	✓	✓	
Mechanic Desk workshop management system	✓	✓	
NATIONWIDE WARRANTY			
Bosch Nationwide Warranty program	✓	✓	
NETWORKING			
Regional meetings	✓	✓	
Oceania convention			✓
Bosch Talks interactive communication platform	✓	✓	
EXTRA - POINTS LOYALTY PROGRAM			
Reward points for every Bosch product purchased	✓	✓	
Reward points from various partners	✓	✓	
Redemption rewards	✓	✓	
BOSCH SUPPORT			
MyBSN online Bosch Car Service network portal	✓	✓	
Bosch HQ onboarding tour	✓ 3 Days		✓ Discounted
Bosch automotive technical training	✓ 3 Days		
Bosch wiper merchandiser	✓ Excludes product		
Workshop equipment & software	✓ Scan tool, battery tester & charger		✓ Discounted

Bosch Car Service Annual & Joining Fees can be financed through



Energise your workshop with Bosch Car Service



**Affiliate your business
with the Bosch Brand -
recognised and trusted
around the world**

**Receive the tools and
support to operate
a more successful
workshop**

**Have the freedom of
operating independently,
whilst being associated
with an expert network**

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