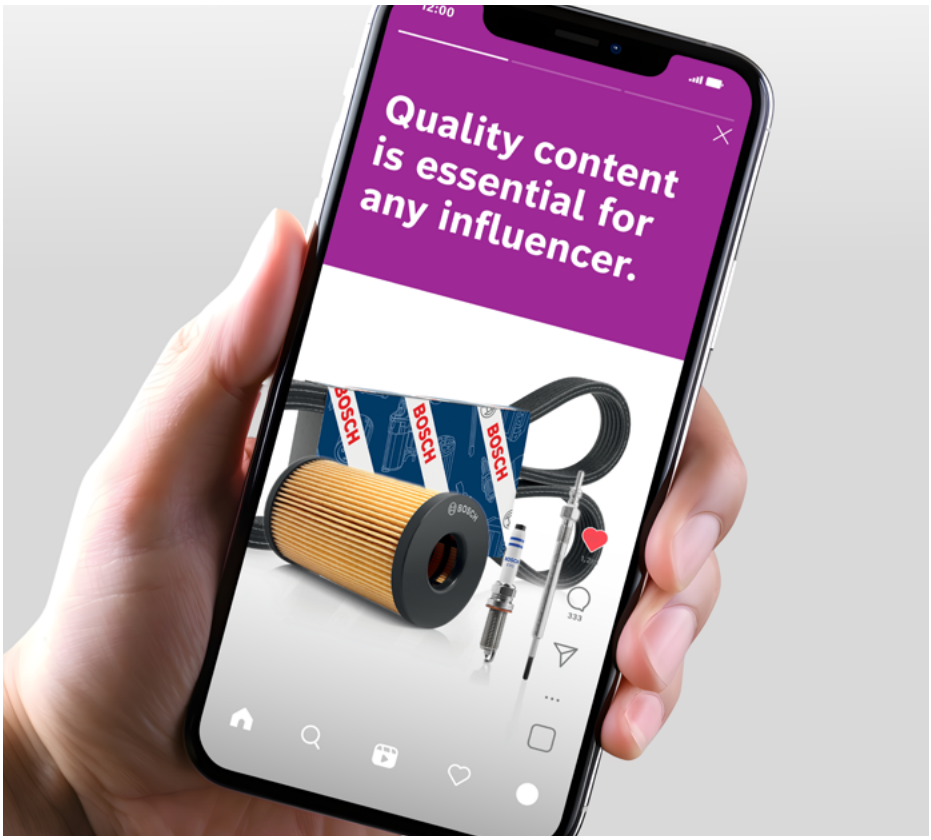
Invented for life

Automotive Insiders:

Filters – the bodyguards of your vehicle.



In a world of 'influencers' – people who use social media to appear as if they're knowledgeable on a certain subject – Bosch are the real deal. We're genuine automotive influencers because our in-depth automotive knowledge has been built over 100 years, our innovations have changed the automotive landscape, and our products and services are trusted by millions of customers around the world today.

In our new Automotive Insider series, we find out more about Bosch's best-known products, by talking to the people behind them. From high-performance wiper blades to bulbs and brakes, our experts lift the bonnet to share how these parts work – their history, how they've developed over the years, and how they're equipping vehicle mechanics and owners to face the future with confidence.

Today we're talking to Maike Witzig – an expert behind Bosch's award-winning filters.

Tell us a bit about the background of Bosch filters

For over 90 years, Bosch have been a strong player in the world of filters. Even after we released our first fuel filter in 1930, we didn't stay still for long. Six years later we were breaking new ground, producing a filter with a special medium, which is still used and further developed in the present day. We've continued to innovate in more recent years, and established air and oil filters in our assortment in 1966 and cabin filter in 1992.

Our focus on quality and curious attitude has earned us recognition, as readers of the magazine "Auto, motor und sport" have named Bosch the "Best Brand" in the filter category for fifteen years, most recently in 2025.
Source: ("auto motor und sport", edition 08/2025)

Why are filters so important to a vehicle's health?

Filters protect the engine and valuable components in vehicles, especially in vehicles with modern gasoline and diesel injection systems. There are several different types of filter that can be found in today's vehicles:

"As influencers, we know the power of a good filter. That's why we've been voted best filter brand for sixteen years in a row." Source: ("auto motor und sport", edition 08/2025)

Invented for life

Fuel filters separate dust particles and impurities from the fuel

Diesel filters additionally separate water from the fuel

Oil filters separate soot and metal abrasion from the oil

Air filters separates dust particles from the intake air

Cabin filters remove dust, allergens or harmful gases from the air conditioning – our FILTER+pro even eliminates bacteria, viruses and mold growth.

The engine's most important filters are the oil filter, the fuel filter and the air filter – all of which protect its key components and keep the system running optimally.

As the "bodyguards", filters are installed to protect the engine, injection system and vehicle occupants. However, they can only perform their tasks reliably if they are changed regularly according to the vehicle manufacturer's recommendations. The consequences of inefficient filtration can for example lead to higher fuel consumption and expensive damage to fuel injection parts.

What makes Bosch filters so special?

Products from Bosch offer more peace of mind due to the use of high-quality materials, careful workmanship and strict product controls. Bosch filters are highly reliable in protecting the engine components from the smallest of dirt particles, metal abrasion and water. Here are a few reasons why our filters are so good:

- Our products are developed and tested according to the same standards as for original equipment parts. We use micro-porous, water-resistant filter media to increase efficiency. Our filters are equipped with a high number of pleats to give a larger surface area to trap the particles and ensure a high performance of filtration. A well-balanced triangle ensure high-quality in filtration.
- We have a huge range of products – the complete range contains about 2,700 filters. This means our products cover approximately 95% of the European market, including electric and hybrid vehicles. Not only that, but our product portfolio is continuously expanding.
- We offer support by providing comprehensive How to Fit Guides, training videos and social media presence.
- Our Bosch repair network offers help with troubleshooting.
- Our product availability is quick by means of an international sales and logistics network.

How is Bosch helping drivers face the future with confidence?

There is a delay of nearly eight years between new vehicle developments and the automotive aftermarket, so we are currently looking at ways we can integrate with other items that might come up in independent automotive aftermarket, for example automatic transmission filters. There is also a trend towards long-life, non-replaceable filters.

Service Spotlight:

The Premium Cabin Filter

“2022 saw the market launch of our new premium filter – the FILTER+pro. This new solution is effective against virus, bacteria and mold.”

Maike Witzig,
Market Requirement Manager
for filters at Bosch.

About our experts:

Maike Witzig

Maike Witzig is the market requirement manager for filters, and has been for 6 years. In this role she acted as an interface between sales and product managers. Before this, she worked for 4 and half years as a supply chain system manager, responsible for improving product availability and delivery performance.

Choose services with influence.

For more information on Bosch fantastically effective filters, please visit us at:
boschaftermarket.com