



BOSCH CAR SERVICE

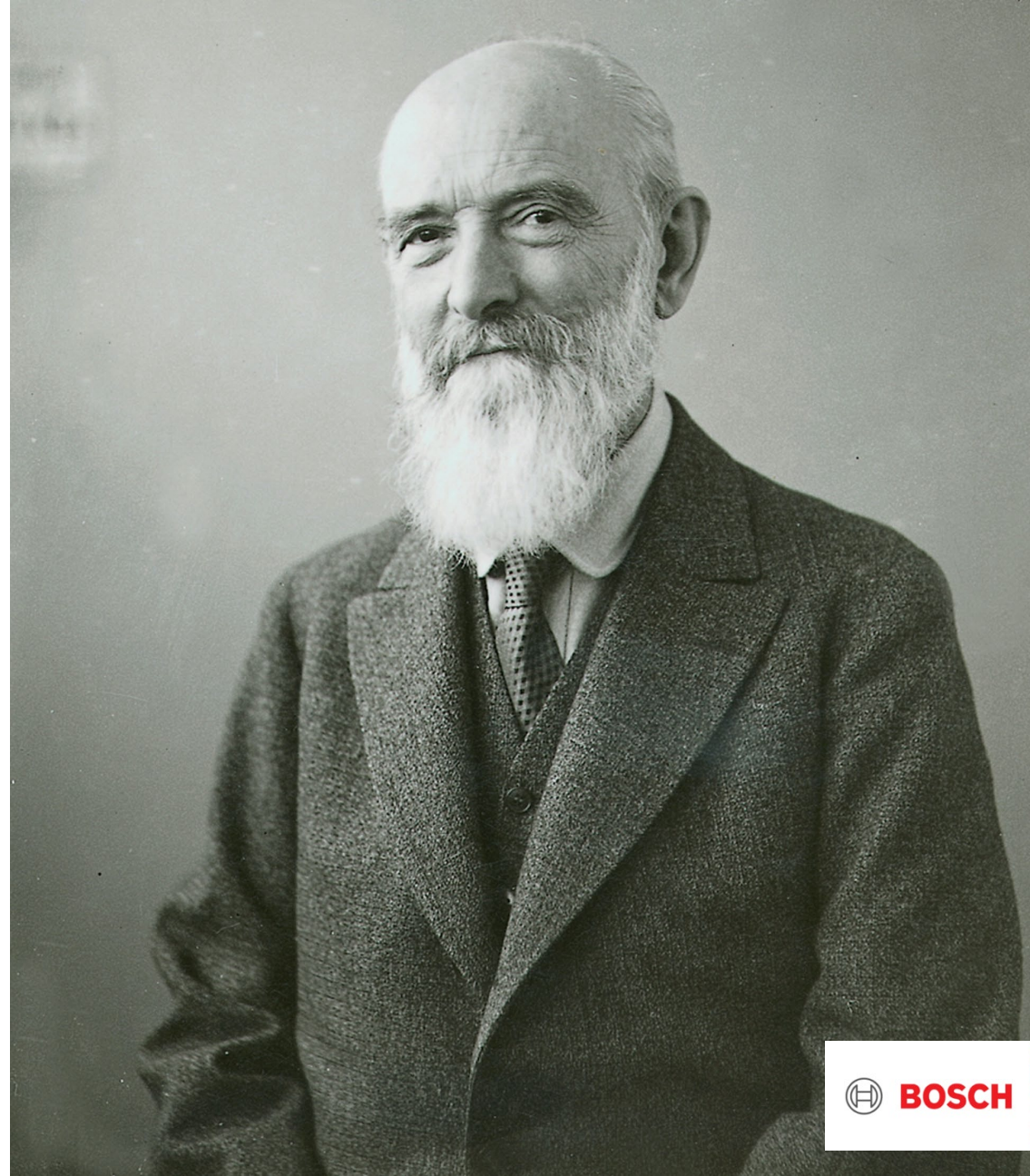
What is the benefit for my business,
now & in the future ?

Where we come from

Our founder Robert Bosch

“We should all strive to improve on the status quo: none of us should ever be satisfied with what has been achieved but should always endeavor to do better.”

Robert Bosch, 1861–1942



BOSCH
Service



Car Service

The #1 Global Automotive Workshop Network

Future-oriented

A time-perspective that is focused on the future, especially on how to achieve your future goals



Efficient

Run your shop smoother, faster, and smarter



Connected

Step into the future with digital optimization



One Team

Common goals and ways of working as a team



Signage & Branding

Uniformly identify brand and workshop operation



BOSCH
Service



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Bosch Workshop Concepts

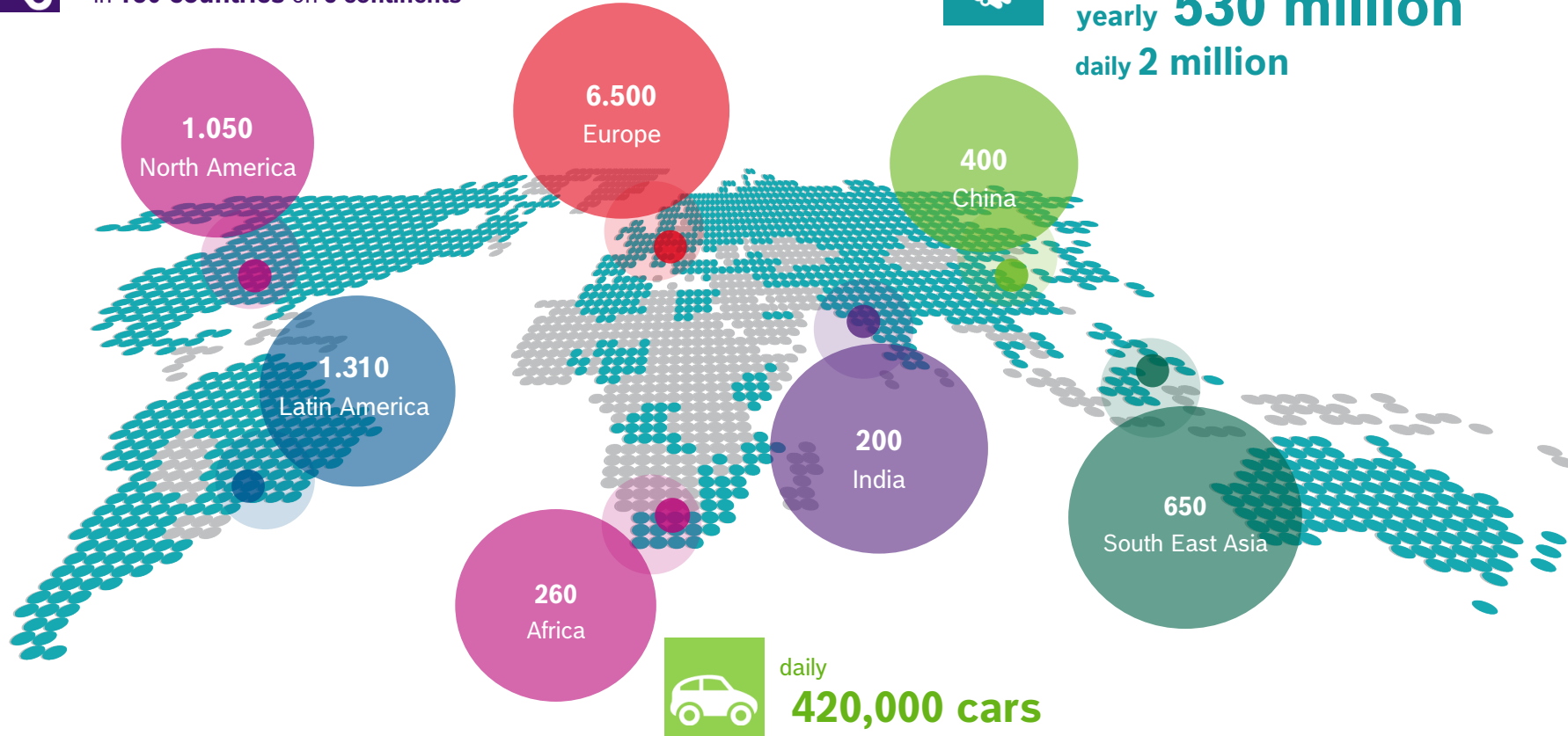
THE BOSCH CAR SERVICE NETWORK



30,000 workshop partners
in **150** countries on **5** continents



customer contacts
yearly **530 million**
daily **2 million**



100 Years Legacy

Started in 1921, Bosch Car Service has been at home in the future for the past 100 years. Since then, we've partnered with the best workshops in the world and made them even better—delivering more trust, more efficiency, and more readiness for the future.

100 Years of Experience as a Foundation for the Future

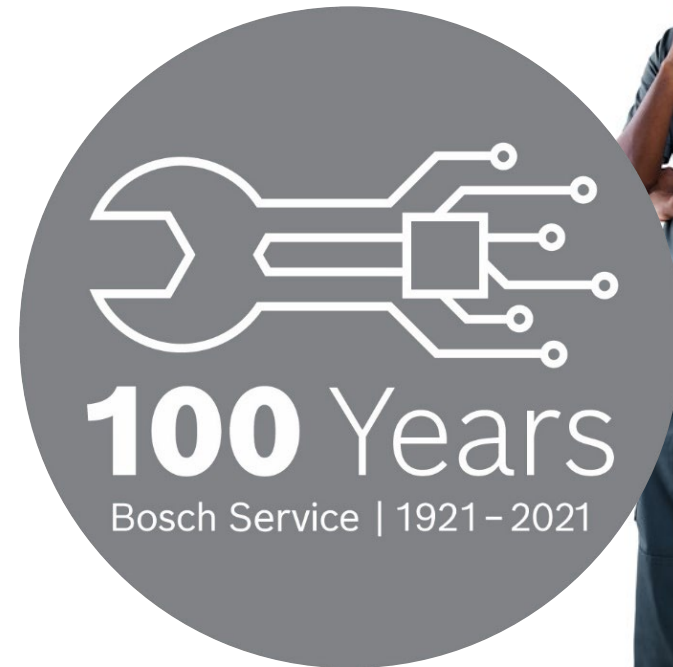
Bosch Car Service is now the world's largest brand-independent workshop network, with more than 15,000 companies in 150 countries.

100 Years of Collaboration as a Driving Force in the Global Market

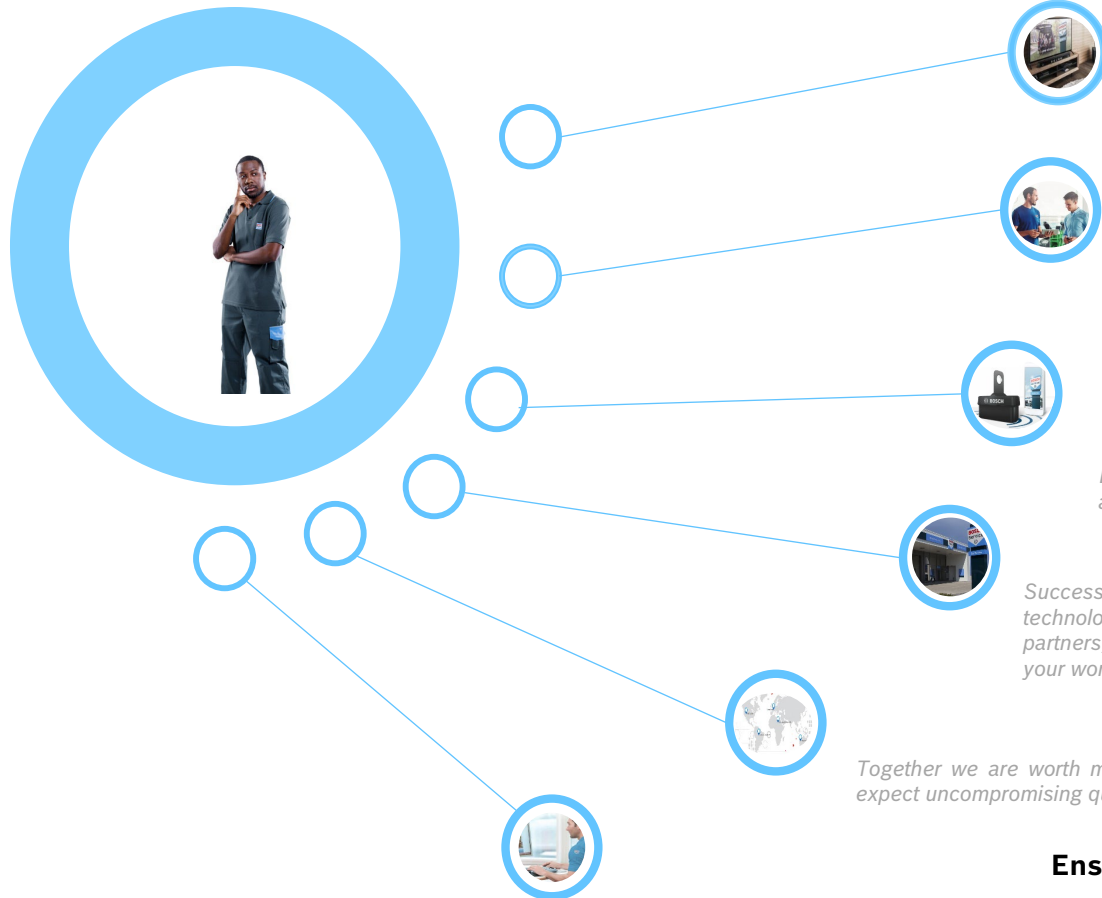
As members of the global Bosch Car Service network, workshops receive support in the form of cutting-edge diagnostic technology, effective spare part logistics, and marketing measures.

100 Years of Customer Trust Guarantee Stability

Bosch Car Service workshops have earned the trust of car owners over the long term and regularly occupy top positions in customer surveys and independent tests.



Benefits of the BCS network



Integrated solution for workshop processes, including commercial, warehouse and accounting

BCS covers 11 business areas, each of which refers to an important part of the workshop and proposes to the manager activities that he should implement to achieve better management.

Digitize and put in contact with digital ecosystem network

MyBoschCarService online platform channel of communication and sale of services can simplify the relationship with the client, get more visibility for your workshop, improve the efficiency of your business

Tools-solutions to obtain, treat and use information-data as a value to the business

ESI [tronic] On-line, a new software in the "cloud" that offers faster updates and access. Identify practically any vehicle model by offering information on its systems and components.

Have a workshop ready for the future

Success tomorrow will rely on the ability to establish strong customer relationships in new mobility technologies today. With this in mind, we negotiate central contracts and agreements with strategic partners, as well as fleet and "new OEM". These will create new business opportunities while enabling your workshop to become an innovation and technology leader in your area

Global and connected strategy

Together we are worth more than apart. Representing the Bosch Car Service brand tells customers that they can expect uncompromising quality and service.

Ensure economic success

Bosch Service Excellence aims to make the business perform even better. By identifying the aspects that affect it on a daily basis and systematically improving them, can achieve business excellence

Bosch Open Day

What problems do we solve when you join the Network?

- **Unknown Brand** – Franchises are already well-known, and their customers know what to expect when going there.
- **Not enough customers** – Franchises come with an instant and loyal customer base.
- **No Support** – A franchise owner benefits from technical, Non-technical and business management assistance.
- **High Risk** – Franchisor has learnt from past mistakes so that the franchise does not have to, therefore franchises have a lower failure rate.
- **Financing Difficulties** – It is easier or more likely that a financial institution will finance a well-known and established franchise brand than an unknown independent business.



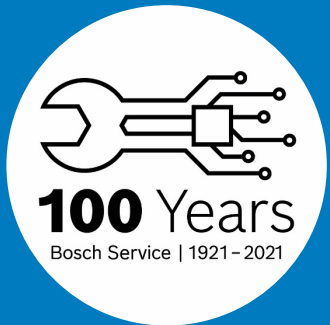
Bosch Open Day

What do you need to become a Bosch Car Service?

1. The right mindset and business management skills to operate a Bosch Car Service according to all CI and Bosch operational requirements
2. Workshop space in a high visible area located within a MPP to HPP area. The Building should be able to house a Reception area, a Client waiting area, space for minimum 4 working bays with 2 X 2 Post lifts, Staff facilities and parking bays for clients.
3. Workshop Equipment:
 1. KTS 560/590
 2. Bosch Battery Charger and Tester
 3. Bosch Brake Fluid Tester
 4. Complete workshop tooling
 5. Bosch Aircon Machine
4. Qualified Staff
5. Workshop Evaluation



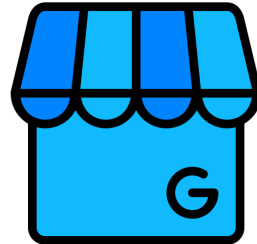
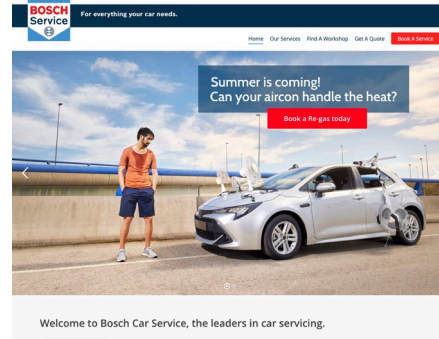
FUTURE-ORIENTED



Current BCS Marketing Channels *(Based on budget)*



Lead Generation *(measurable touch points)*



Sponsored

 [boschcarsa.co.za](https://www.boschcarsa.co.za)
<https://www.boschcarsa.co.za>

Car service and repair experts – Bosch Car Service

Our latest diagnostic technology is able to pinpoint exactly what's wrong with your **car**. Need a **car repair**? Trust **Bosch Car Service** to get your **car** back to its old self.

[Our services](#) · [Book a service or repair](#) · [Contact us](#) · [Get a quote](#) · [Find A Workshop](#)

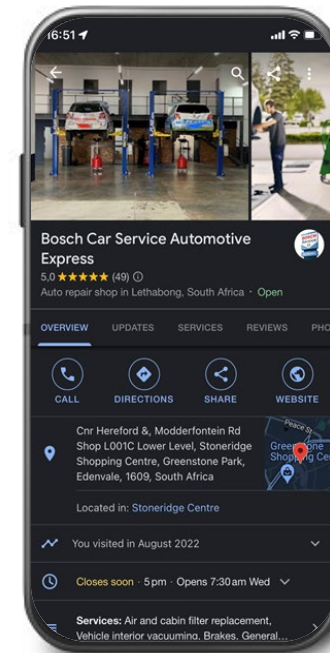
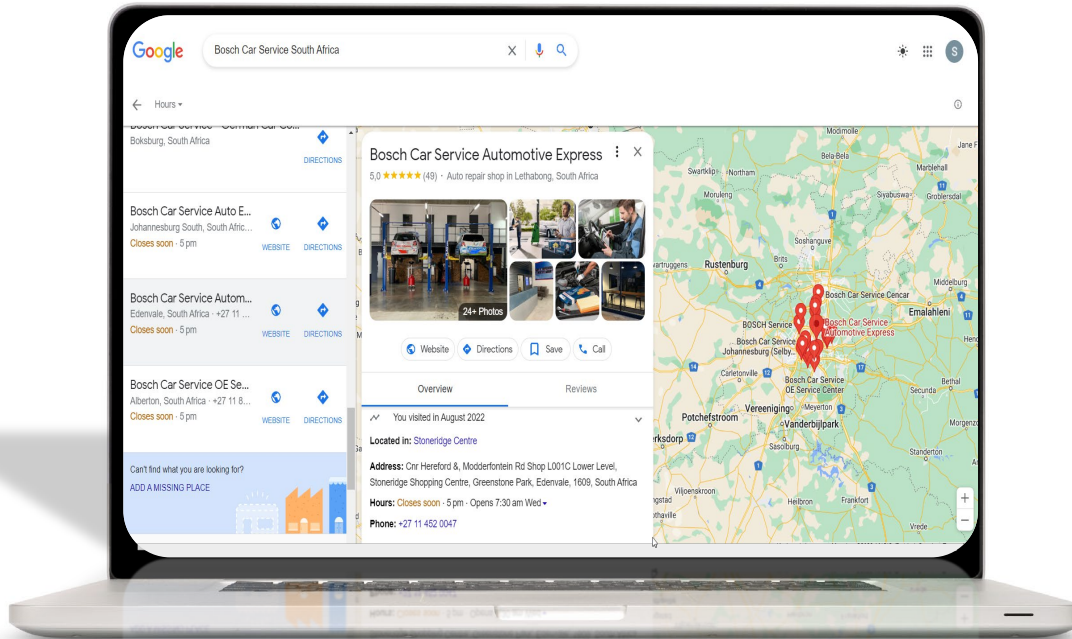
Google Business

Be found easily online - Using your company profile on Google

With the Bosch Car Service Network, using your business profile for your local area, you can convert people who find your business in Google Search or Google Maps into customers. We assist your business to personalize your profile with photos, offers, posts and more.



Google My Business



Brand Awareness



Trouble shooting: perfected.
Your car will benefit from the modern diagnostics at Bosch Car Service.

Troubleshooting, perfected - That dreaded knocking noise is getting louder and you can't keep ignoring it. Rather than searching it with someone who only wants to get just back in to a Bosch Car Service. Our expert technicians are trained to use state-of-the-art diagnostic equipment to quickly and accurately find the problem in even the most sophisticated vehicles. That way, you know we'll get it sorted - first time, every time. Our workshop is backed by a 6-month/75,000km guarantee for labour, and 12-month warranty on premium Bosch or OEM-approved parts.

Don't let our models show you down, visit www.boschcarsa.co.za to book your service or repair.

BOSCH Service
Car Service

For everything your car needs.

Book a service today!

When it comes to costly car repairs, prevention is always better than cure. That's why all of our workshops are **equipped with state-of-the-art diagnostic technology** that enables our expert technicians to find faults and fix them before they become expensive repairs.

Our technicians also undergo regular training to ensure they're up to speed with the latest vehicle technology, makes and models - so you know **your car is always in expert hands**. Book a service or repair today!

www.boschcarsa.co.za

Book a service today!
Any make, any model.
boschcarsa.co.za

BOSCH Service
Car Service

For everything your car needs.

14:21 BOSCHCARSA Posts Follow

boschcarsa

Car cabin feeling less than fresh? Time for an aircon re-gas!

1 like
boschcarsa A hot, stuffy cabin is enough to get anyone's blood boiling on a sweltering summer day. The solution? A professional and affordable... more

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VOLUME 8 | ISSUE 3

ROVESA

A SOUTH AFRICAN TRAVEL AND LIFESTYLE MAGAZINE
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ESCAPE TO THE Eastern Cape
+ Top 5 REASONS TO VISIT MPUMALANGA
Fly fishing: Reel in the adventure

Sunscapes at Sun City
LIVING THE DREAM TRAVELLING SA IN A CAMPER VAN
Wine

BABOHLIDGE AT QIVABI PRIVATE GAME RESERVE
INTO AFRICA
INSIDE Cape Point Vineyards SENSATIONAL SPRING DAYS
Competitions worth R140 000!

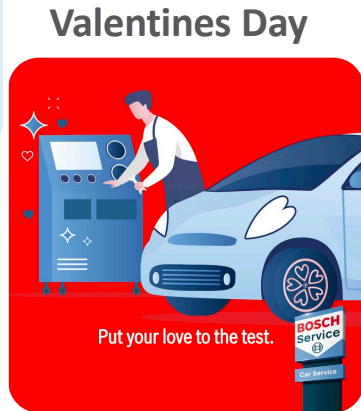
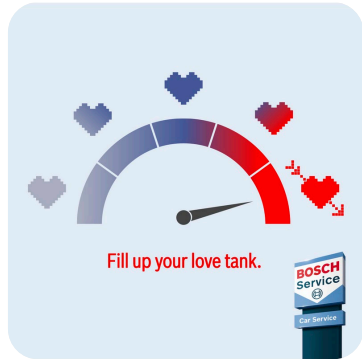
DISCOVER | EXPLORE | EXPERIENCE
ADVENTURE | ACCOMMODATION | SA FINE WINES

Pamphlets, Community Papers, Billboards, Magazines, Radio, TV... (Off-line)

Social Media

Driven by themed and Customer focus content

The Bosch Car Service Network pride themselves on the content and reach that is achieved by focused and planned social media activity.



Seasonal Campaigns



Easter Promo



National "Braai" Day

Social Media Themed / Ongoing

Spring showers? See clearly all season with Bosch Wipers.

BOSCH Service

On a budget? Go with an affordable oil service!

BOSCH Service

Revitalise your drive with a spring oil change.

BOSCH Service

Any make, any model - we've got your car covered!

BOSCH Service

Fast track your car service with easy online booking.

BOSCH Service

Brighten up this spring with premium Bosch Bulbs.

BOSCH Service

Save on your car service this spring with Discovery.

BOSCH Service

A healthier drive starts with Bosch cabin air filters.

BOSCH Service

Activated carbon layer made from crushed and carbonised coconut shells effectively traps unhealthy ozone gas, exhaust fumes, dust and pollen.

BOSCH Service

Neutralises bad-smelling and harmful gases (ozone, smog, exhaust gases). Filters effectively fine dust, soot and pollen (up to 100% of PM₁₀!).

BOSCH Service

Pure air for pure performance. Air Filters by Bosch.

BOSCH Service

A healthier drive starts with Bosch cabin air filters.

BOSCH Service

Enjoy pure driving pleasure with Bosch Cabin Air Filters.

BOSCH Service

Claim Smart with Generic and Bosch Your Mechanical Warranty Experts.

BOSCH Service

Engine protection at its best. Fuel Filters by Bosch.

BOSCH Service

5 top tips for your spring service check!

1. Check your battery
2. Replace worn wipers
3. Check your oil
4. Top up your fluids
5. Check your tyres

BOSCH Service

World-class service right where you need it.

BOSCH Service

A smooth ride starts with FUCHS Titan Oil.

FUCHS

Bosch Bulbs outshine the rest.

BOSCH Service

Drive with a smile this winter.

BOSCH Service

Proven strength in every stop Bosch Brake Systems.

BOSCH Service

World-class service right where you need it.

BOSCH Service

A smooth ride starts with FUCHS Titan Oil.

FUCHS

Activated carbon layer made from crushed and carbonised coconut shells effectively traps unhealthy ozone gas, exhaust fumes, dust and pollen.

BOSCH Service

Monday Pensioner Special: Expert service that won't break the bank.

BOSCH Service

Drive with benefits this winter.

BOSCH Service

Uncompromising visibility come rain or shine Bosch Globes and Wipers.

BOSCH Service

Premium oil for premium engine performance.

FUCHS

Monday Pensioner Special: Expert service that won't break the bank.

BOSCH Service

Activated carbon layer made from crushed and carbonised coconut shells effectively traps unhealthy ozone gas, exhaust fumes, dust and pollen.

BOSCH Service

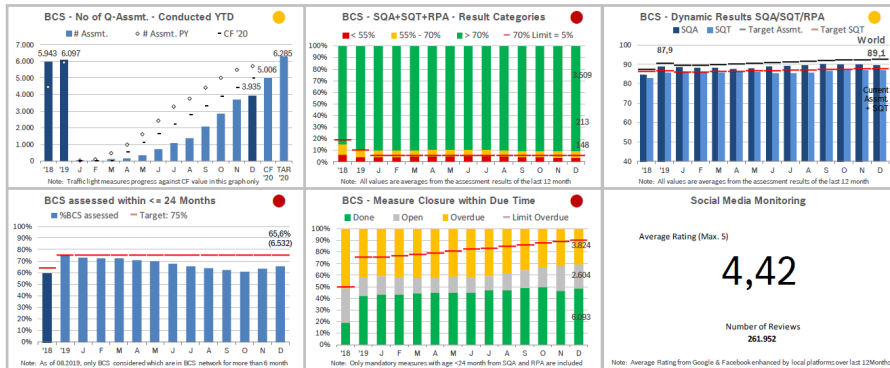
Social media monitoring, as a part of customer care

Importance of social media monitoring for your business

Social media monitoring is the process of tracking social media conversations that are relevant to your workshop.

HOW SOCIAL MEDIA MONITORING WORKS :

- We collect : Mentions of the brand, competitors, products, keywords related to your business
- We analyze the data for actionable insights
- We visualize, interpret results, decide



WHAT ARE THE BENEFITS :



Manage brand reputation



Spot opportunities and new sales leads



Interact with top brand ambassadors and customers



Enhance customer listening and provide better customer service

as well as in the event of applications for industrial property rights.

Continuous strategic & successful partnerships*

Oil & Gas Companies



New OEMs



Insurance companies



Discovery
Insure

Drivetrain Suppliers



Workshop Management Systems



Estimate, Quote, Invoice, Stock, Accounts, Bookings

Key advantages with strategic partnerships



NEW BUSINESS OPPORTUNITIES

Multiply customer bookings and business opportunities thanks to BCS agreements with national and regional partners



TRUST

With expertise in auto parts, software and services, the Bosch Car Service network gains the trust of its partners



STRATEGIC FIT

A differentiating element and a success factor for your business

Continually partnering with OEM's of the future

Advantages from an OEM cooperation

We work closely with new OEMs to ensure that **Bosch Car Service workshops have the technologies and processes in place to become certified specialist service partners.**

As an OEM service partner, you sign a contract directly with the OEM.

You will then be fully integrated into the OEM systems and processes entitled to perform repair and maintenance during the warranty period. You will be recognized as an official OEM partner workshop.



A validated business partner that can cover your requirements:

- Parts logistics : Smooth parts ordering and logistics
- Warranty management and compensation process
- Vehicle diagnostic coverage
- Repair and maintenance information coverage



Access to new customers & profit increase

- New car owners that would usually not be seen in the IAM before the vehicle is out of warranty
- Potential new business in connection with the OEM's fleet sales
- Potential to upsell to customer's other cars



Increase brand reputation

- Your workshop will gain a competitive advantage

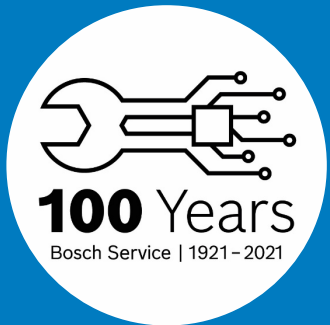
Bosch Consulting

Bosch Consultancy Program

Consultancy has been designed to assist you with your business analysis, workshop processes, marketing strategies, and as well as guide you through the digital transformation of your business. All of this in order to increase your workshop profitability.



EFFICIENT



Bosch trainings are the best in the business

The Bosch Car Service Technical Training program is structured to **keep your technicians at the forefront of servicing practices and provide them with exceptional global industry technical training** at Bosch Car Service discounted rates. By becoming a Bosch Car Service workshop, your technicians are also able to enroll into the Bosch Diagnostic Technician Certification Program.

Many training solutions are offered for Bosch Service Network, including:

- ▶ **Online** trainings
- ▶ Technical Training Center Face-to-Face trainings*
- ▶ On-site trainings

The Bosch training solutions provide the Service Centers with a competitive advantage in the automotive repair market.

Become a faster and more efficient workshop with Bosch Technical Assistance and Training.



*Hands-on trainings will be resumed once larger group gatherings are permitted. reproduction, editing, distribution, as well as in the event of applications for industrial property rights.

Standard Operating Process

With a century of professional workshop service and excellence, **optimized profitability has been proven**. Regardless of the size of your business, established Standard Operating Processes make life simpler for everyone involved – you as the business owner, staff, business partners, and ultimately your customers. You will handle routine tasks and recurring events in your **business in the most optimal way**.

Benefits of having standard operating processes in place:



Diagnostics and Equipment

Diagnostics

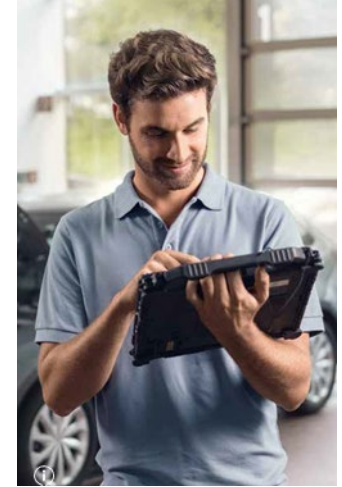
You have access to Bosch's globally proven, future-proof control unit diagnosis offers for maintenance, diagnosis and repair – easily, quickly and efficiently.

Workshop Equipment

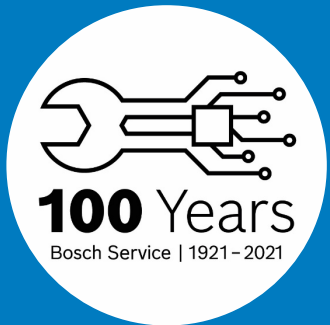
Your Bosch Car Service will be equipped with innovative technologies. Bosch workshop products enable fast, easy and accurate maintenance, testing and adjustment of different vehicle systems.

What drives your workshop?

- Optimized workshop equipment
- Preferred pricing
- Be the first to be informed on newest developments



CONNECTED



BCS National Website

Bosch Car Service national website is a portal dedicated to the national BCS workshops with everything a customer needs to know about our concept, products and services, and national network

Bosch Car Service Website provides information about:

- ▶ **BCS Concept and Services** – BCS concept, service overview and promises, tool and equipment
- ▶ **BCS Locator** - For the customer to find their “local partner”
- ▶ **Promotional campaigns** – current promotions
- ▶ **Advice and guides** – advice and tips to your customers
- ▶ **BCS Social Media** – Links to BCS social media channels
- ▶ **Contact** – how to contact you

The screenshot shows the Bosch Car Service website interface. At the top left is the Bosch Service logo. To its right is the tagline "For everything your car needs." and a "Workshop Finder" button with a magnifying glass icon. Below this is a navigation menu with dropdowns for "Workshop Services", "Products", "Guide", and "About Us". A search bar is located in the top right corner. The main content area features a large banner titled "Our advice for you" with a sub-header "Our advice for you" and a paragraph of text: "We want that you are safe on the road with your vehicle. There are always new situations that challenge car drivers. Here the guides from Bosch Car Service offer support. You can find helpful hints and provide comprehensive information about current topics around the vehicle. Quick and clear that you are perfectly prepared when it matters." Below the text is a "To the guides" button. The banner also includes images of a mechanic working on a car and a car's headlights. To the right of the banner is a "Service Overview" section with a grid of icons for "Engine", "Brakes", "Glass", "Electronic systems", "Inspection", "Lights", "Tyres", "Mechanical systems", and "AC". At the bottom of the page, there is a section titled "Our service promises" and a partial view of "Bosch Car Service in the".

www.boschcarservice.com

Be ready for the future, now!

You think your workshop is fully equipped but... What about one key equipment?

A robust social media strategy will drive growth for your business.



VISIBILITY

More than half of the population is now under the age of 30, meaning they have never known life without the internet! Social media is everywhere. **GET SOCIAL. GET REAL.**



EFFICIENCY

There is always more for a business owner to do and only so many hours in a day! We manage your social media activities so you can focus 100% on your core business.

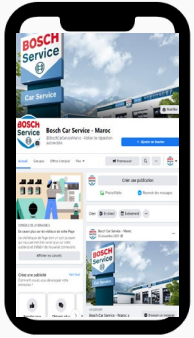


BRAND RECOGNITION

Social media will make you more accessible for your customers. When done right, and Bosch is doing it right - social media will boost your brand awareness.

Open your workshop
to the world

**YOU FIX CARS
WE DO ALL THE REST**



Good things come to those with membership



Say hello to eXtra!

Enjoy exclusive member benefits

JOIN, EARN, REDEEM

Membership entitles you to exclusive privileges and benefits personalized for you. Our loyalty program is designed to suit the specific needs of our workshop partners.



JOIN EXTRA

Online registration is easy, fast and free. Complete your online registration.

PURCHASE AND EARN POINTS

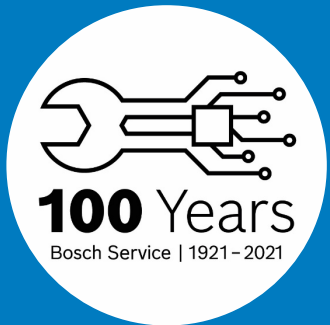
Get points everytime you purchase eligible Bosch automotive products.

EASY REDEMPTION

View and track your points on your account. According to the collected points, use your rewards to choose your gift from a wide range of incentives. Points are valid for up to 2 years.

YOU ARE ONE CLICK AWAY FROM
numerous rewards

SIGNAGE & BRANDING



Interior & Exterior Signage

As a Bosch Car Service, **the exterior** branding elements of the workshop operations impart seriousness, and competence of the brand. A well thought-out **interior branding** offers your customer consistent orientation, information, and atmosphere in the workshop operation.

LED Wall-mounted Sign

- ▶ Bent up ACM panels painted to spec with bent-up acrylic logos & boxes
- ▶ LED illuminated (facia panel & pylon)

Exterior branding

- ▶ 6 metre pylon / flag pylon is permitted for a Bosch Car Service
- ▶ Service offering board, Information sign, Internal signs, Partner boards

Interior branding

Your interior design will stand out from your competition and join a global network of competent shops resulting in a memorable experience and environment for your customers.



Interior & Exterior Signage

First impressions matter

"You never get a second chance to make a first impression."

Well executed, premium indoor and outdoor branding inspires trust in a workshop's professionalism and expertise.



