

Automotive Insiders: Bosch Training - expertise from the source



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 shaped the automotive landscape, and our products and services are trusted by millions of customers around the world today.

In our Automotive Insider series, we find out more about Bosch’s best-known products and services, by talking to the people behind them. From chassis and spark plugs to training solutions and ESI[tronic], our experts lift the bonnet to share how these parts and solutions 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 Hendrik Saettler – the expert behind Bosch’s Training Solutions.

Firstly, tell us a bit about Bosch’s history in training solutions.

Bosch have been training people for over a century – since 1913, when Robert Bosch himself trained apprentices from his workshop in Stuttgart. Our portfolio has obviously grown over time, developing from basic mechanical training to a more technical level, in line with the progression of vehicle technology. So in a way, we’ve always been automotive influencers in this sphere!

Now we offer training solutions to over 60 countries around the world. While their market requirements differ – for example power train technology, autonomous driving, legal requirements – we aim for a market-oriented offering based on

standardised training solution for all countries.

What types of training does Bosch offer?

We offer a whole suite of courses and sessions – either through face-to-face training or online. Our online offer provides great flexibility, and technicians can benefit from both live and on-demand sessions.

Hands on training has always been essential and remains key for new technologies, so nearly every country in Europe has a physical training centre. We can also offer gamification for education: immersive learning games that engage emotionally and reinforce learning through repetition.

And how has this training changed over time?

We implemented online training about 15 years ago – before this, training was all face-to-face, so the online option has helped us expand our offering.

The core of our training is to improve the knowledge and skillset of technicians, focusing on system know-how, e.g. how a gasoline engine works on any system or vehicle. Our online offering improves the accessibility to knowledge or specific training content, in case hands-on training is not needed.

Our training helps technicians refine their skillset in an ever-changing automotive landscape. It also helps develop trainees into experts. Every country has a specific training path – for example the UK’s apprenticeship program – and we support them in this journey, from beginner level, up to a master technician.

Invented for life



What else makes Bosch Training such a benefit to workshops?

We stand out in the market for our combined product, equipment and service offering. Most training providers falls into two camps: automotive training providers, or companies who sell equipment and offer training specific to that.

We do both. We support workshops in the automotive aftermarket with training solutions, yet we also offer training around equipment like ESI[tronic] and ADAS. Workshops can improve their diagnostic awareness and their system awareness, which is something completely unique to the marketplace, and secures the future service readiness of workshops.

Our portfolio range is huge, and our automotive heritage is one-of-a-kind. People trust our knowledge, which is strengthened by our ties to the original manufactures. Our trainers are in close contact with our development departments and our workshop hotline. They share knowledge across a global network, and we sell the equipment that workshops use, so technicians can be sure their courses and sessions are of high quality and relevance.

Technicians arriving for a training session feel at home in our training centres, which look and feel like workshops, but with the addition of innovative Bosch products. Our trainers are also former technicians with prior workshop experience – they know what's important to the technicians who have enlisted on their training sessions.

Are there any other features you'd like to highlight?

We put the technician at the center of our strategy, and focus on optimizing the businesses of our customers. This is clearly reflected in our excellent customer feedback – measured through consistently high CSI and NPS scores – as well as in the tangible improvements our trainees experience in their day-to-day work after participating in our Training sessions. That said, we continue to expand our online offering to increase customer proximity. Our blended training approach offers technicians great flexibility, allowing them to respond quickly to developments in the automotive aftermarket. In the past, when our training offer was more in person, workshop owners used to send technicians to the training centre for several days, putting more pressure on resource. Now we take that pressure off with flexible

learning. Technicians can log in to the training portal and complete the online sessions in their own time and at their own pace, before supplementing this with a day or so of practical learning.

Are there any developments in the pipeline?

Our training content is constantly evolving in parallel to vehicle technology evolution, and we use market information from our inhouse hotline and diagnostics tools to feed into new content creation. We have a team of professionals dedicated to content development for all regions, tailoring global expertise to local requirements. There's a greater emphasis on EV and electrification in the automotive aftermarket; ADAS and diagnostics are playing a greater role, so we're building up our courses reflect that.

Our online offering goes from strength to strength and will continue to do so in future. Hands on training used to account for 90% of our product portfolio, now we're seeing an increase in our online formats, so in the coming years we'll be delivering more great online content that complements the workshops' preferred learning styles.

Product Spotlight: the learning pathways

"Our pathways offer step by step development opportunities to help technicians keep pace with the evolving market."

- **Hendrik Saettler**,
Global Product Manager for
Bosch Training Solutions.

About our expert: Hendrik Saettler

Hendrik Saettler has been a Global Production Manager for Training since 2022, having joined Bosch in 2011. A key responsibility is liaising with OEMs and training delivery teams to meet marketing requirements.



Choose a service with influence.

For more information on Bosch's comprehensive training solutions, please visit us at: [\[Bosch Aftermarket URL\]](#)