



**BOSCH**  
Invented for life

**BOSCH**  
Service



Car Service

**cover option 1**

## Bosch Car Service – We drive your success

**Include the local URL to your BCS acquisition website**

Full-service, maximum performance – grow your workshop business the Bosch way.



**BOSCH**

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**cover option 2**

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# Partnership between professionals

More than 10,000 workshops worldwide already experience the benefits of having Bosch as a strong partner. What are you waiting for?

The growth of digitalization, combined with new forms of electronics, new types of hybrid vehicles, new technologies, and new business models: independent workshops currently face major challenges. But all of these challenges can be transformed into big opportunities. With the right support, your workshop can benefit from those opportunities.

As a long established partner to the leading vehicle manufacturers worldwide, Bosch has extensive experience and know-how when it comes to all kinds of vehicle technology. All of our knowledge flows into the development of workshop equipment, training, and technical support – which ensures that our partner workshops are in pole position among independent workshops. And last but not least: Bosch Car Service workshops are the first choice for end customers as an alternative to brand-specific authorized workshops.



## ✓ Your benefits as a Bosch Car Service workshop

### Business excellence

Bosch Car Service workshops receive tailored business advice and special rates when purchasing spare parts and workshop equipment, becoming more successful through professional training and individual coaching.

### Innovative technology

Bring the know-how of the world's leading automotive company, Bosch, into your workshop. That will help you race ahead of the competition when it comes to accessing the technologies of tomorrow.

### Digital support

Save time and money with Bosch digital solutions for repair, maintenance, and all operational processes. We get you into shape technologically with Bosch software and hardware for everyday workshop activities.

### Global network

Increase your attractiveness and visibility and become part of a top brand that car owners worldwide trust. As a Bosch Car Service workshop, you and your team are part of a global network and benefit from the experiences of other network partner.

### Trusted quality

Impress your current and future customers with a broad-ranging service portfolio and the highest levels of quality in customer service. Our Bosch Car Service quality management system helps you and your team ensure lasting customer satisfaction!

# Your success is our mission

Higher yield, additional opportunities – get started now with Bosch Car Service



## ✓ At a glance – your business benefits

Just like in a vehicle, the interaction between many individual components is what guarantees long-term success in a workshop. How well are employees performing, as a team and individually? Which key figures need to be monitored in the short, medium, and long term? Where is the hidden potential for a more efficient organization of the workshop? With Bosch as a cooperation partner, you can take your workshop to a new operational level.

As a workshop owner, you need to keep an eye on future industry trends and adapt your business accordingly at the right moment. But when is that? With smart cooperations, we face up to the challenges posed by technological innovations, an ever-more globalized range of spare parts, and increasingly consolidated customer groups. You hold all the trump cards: freedom to run your business, combined with individual support as part of the Bosch Car Service network.

### Process management

for improved capacity and resource use

### Increased efficiency

analysis and optimization of the workshop core processes

### Securing a bright future

technologically up to date and opportunity-oriented

### Maximum utilization

reach additional customers through 360° marketing, communication and brand awareness campaigns

### Higher yield

premium partnerships, savings and additional discounts



This is how Bosch Car Service workshops benefit:



**Expertise for a management upgrade.** As a Bosch Car Service workshop, you have access to the exclusive Bosch Car Service Excellence Program. This will show you how you can unleash the maximum potential for value creation in your workshop and take customer satisfaction to the next level.



**Increased efficiency.** To ensure that everyday work runs smoothly in all areas of your workshop we provide you with targeted support to optimize and network all processes. Online appointment booking, Bosch workshop management software (WSMS), Connected Repair: we provide a holistic digital ecosystem that integrates all work processes, avoiding unnecessary extra work and increasing efficiency, as well as satisfaction of both employees and customers.



**Our marketing kit for you.** We provide many ways to underline the professional status of your workshop – with the help of Bosch Car Service external signage, decor packages for interior design, modern workwear, and office materials in corporate design.



**Premium conditions.** Our partner companies make savings in everyday workshop activity through exclusive access to high-quality products from Bosch, as well as selected cooperation partners in the automotive sector. Our eXtra loyalty program further rewards your sales of these products with bonus points, which can then be redeemed for appealing rewards.



**Individual coaching. Every workshop is different.** That's why our advice doesn't come ready-made, but customized to your location. Our workshop consultants analyze the daily processes and the individual situation of your workshop together with you. On this basis, we work with you to create a tailored development plan. We then accompany and support you in the implementation of the measures.



**Improved access to new fields of business.** As a proven expert service provider in the field of repair and maintenance, Bosch Car Service is particularly in demand from fleet operators and new vehicle manufacturers entering the market. As part of the Bosch Car Service Network, your workshop is among those with the best chance of becoming a service partner for fleets and new OEMs.



**Acquisition of new customers by attracting more attention.** We help you be known in your region and beyond as a Bosch Car Service workshop – through targeted support for on-site promotion (e.g. through posters, direct mailing, flyers, and advertising templates), as well as through both online and offline nationwide communication campaigns, including in newspapers and magazines, on radio and television networks, on social media and through sponsorship.



**More sustainability.** Repairing, not discarding: with Bosch eXchange, used parts are overhauled in certified plants to their original specification. This saves precious resources – and you can offer your customer a price discount of up to 30 percent over comparable new parts. They are satisfied – and Bosch eXchange pays off not only for the environment, but also for your workshop.

# High-tech for world-class service

As a Bosch Car Service workshop, you successfully deal with future innovative technologies

From the ignition magneto to ABS and the high-voltage hybrid system, Bosch has played a key role in the history of the automobile. As one of the world's largest suppliers to the industry, Bosch products can be found in almost every car. Bosch Car Service workshops don't just go along with progress – they are at the forefront of the latest technological trends.

Due to the constant state of transformation in the mobility sector, automotive workshops are under increasing pressure to implement innovations at an early stage. As your cooperation partner, Bosch makes you and your employees fit for the challenges of tomorrow by an easy access to technologies, cross-brand knowledge transfer, and excellent education and training programs.

✓ At a glance – your benefits with Bosch technology

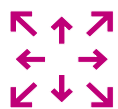
<b>Easy access</b>  to high-performance diagnostic via ESI-tronic software and repair equipment	<b>Spare parts availability</b>  broad portfolio of high-quality spare parts	<b>Extensive knowledge</b>  through the best component training in the field of vehicle technology	<b>Holistic solutions</b>  from scheduling to invoicing throughout the repair process
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## Top technical quality – Bosch know-how for your workshop:



**The right tools for top service.** Take advantage of the opportunity to work with the latest hardware and software. Whether it is emissions testing, battery testing, headlight adjustment, sensor calibration, fault diagnosis or one of many other areas: the right Bosch testing equipment is always at your disposal. Our multifunctional KTS diagnostic module supports you in providing lightning-fast diagnosis and reliable repairs and service information in the automobile and commercial vehicle sector – regardless of the vehicle manufacturer and model.



**Benefit across brands.** We focus on the technology, not the brand of car. That makes a Bosch Car Service workshop the first alternative to an authorized workshop for customers. A brand-independent range of services gives you entrepreneurial freedom and increases your financial flexibility. Bosch simplifies your dealings with different vehicle manufacturers by providing a wide range of technical documentation.



**Our expert support for you.** Help is available whenever you need it from Bosch technical support: Bosch experts support your team in their daily workshop business via technical hotline or app to provide comprehensive Bosch expertise for specialist questions.



**Expert education and training for your team.** Whether it is classroom teaching, e-learning, or one-to-one training: Bosch offers cross-manufacturer training on all relevant topics relating to service, repair, and quality – tailored to all target groups, from entry level to master technicians.



**Building insider know-how early on.** New types of drive, new repair technologies, autonomous driving: Bosch Car Service workshops benefit from Bosch's role as a leader in the development of technology. That way, you are already prepared today for what your customers will expect from you in the near future.

# The opportunities of a connected workshop and digital communication

## How to reach a new level of performance through digitalization

Digital solutions can provide lasting improvement to everyday work in your workshop and make processes faster and more efficient. This saves you time and money – while your customers enjoy improved service quality and convenience. The leap into our digital future is both – an opportunity and a challenge. Bosch is there for workshops as an expert partner in this area, too.


Making the most of the opportunities offered by new technologies: with Bosch, you have an IT professional at your side. As a Bosch Car Service workshop, you can make use of the full potential of the digital world for your business, because networking technology creates one thing above all else: greater efficiency – and that means time for the most important factor in your workshop, the customer.



### At a glance – your benefits through digital networking

<b>Efficient organization</b>  digital solutions from Bosch networked software and hardware throughout the entire repair process	<b>Satisfied customers</b>  digital lead management and multichannel communication service	<b>Seamless communication</b>  both internally and externally, from scheduling to digital invoicing	<b>Online visibility</b>  your own BCS homepage, workshop locator, and Google My Business profile
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### Your digital support as a Bosch Car Service workshop




**Work more efficiently thanks to digital management.** Less paperwork, more time: Bosch workshop management software (WSMS) not only optimizes the various workflows in your workshop, but also the business processes. This provides you with direct connection to spare parts ordering and wholesale product offer.



**Customer retention thanks to greater convenience.** With solutions for online appointment booking, your customers can easily book their appointment at your workshop, view the services offered, and store vehicle data. Enjoy a smooth-running workshop routine – and increased customer satisfaction.



**Save time through networking.** Bosch Connected Repair networks the testing equipment in your workshop with the vehicle reception. Test results, images, and videos of the process are stored so that all employees can check the current status at any time. The Bosch diagnostics software ESI[tronic] Online provides maintenance and wiring diagrams, diagnostic functions, and vehicle data for more than 150 brands. The ever-growing Experience-Based Repair (EBR) database supports you in your diagnosis through analization of worldwide existing repair data according to your individual failure profile.



**Professional online presence.** Online appointment booking, social media, video platforms, apps: Bosch Car Service uses all major digital channels to draw attention to your range of services, to improve retention of your existing customers, and to drive your new customer business forward. You benefit from the web presence and the professional design of your individual Bosch Car Service website, while search engine optimization (SEO, SEA) of the site optimizes the visibility of your online presence. In addition, thanks to the Bosch Car Service workshop locator, new customers can easily find their way to your location.



# The concentrated power of a world-class network

## Do your own thing - and become part of a big family at the same time

Stay independent, and yet be part of a strong network – take advantage of the experience of more than 10,000 Bosch Car Service workshops worldwide.

The best of both worlds: as the owner of a Bosch Car Service workshop, you maintain your entrepreneurial freedom and complement it with the support of professional partners. Around the world, thousands of entrepreneurs like you work under the same brand.

✓ At a glance – your benefits as part of the Bosch Car Service network

### Brands build trust

benefit from being a representative of the global Bosch brand

### One team

exchange in a collaborative network - online, offline and face to face at network events

### Find and retain skilled employees

as an attractive employer representing a world class brand

### Increased access to excellence through strategic partnerships – regionally, nationally, and globally



**A sense of community under one umbrella brand.** Bosch Car Service: this logo is the basis you share with more than 10,000 fellow workshops worldwide. At joint training sessions, conventions, and other events, you can establish valuable contacts at local, national, and international level – connections that last, and continue to help in the long term.



**Increased attractiveness as an employer.** In times of skill shortages, belonging to a world-class brand is a crucial benefit for you when it comes to hiring top-quality employees. The wide range of training and further education opportunities in a Bosch Car Service workshop and the early access to future technologies keep your mechanics in your company for the long term.



**Knowledge exchange as a benefit for all.** You will find exciting information on technical and business questions in the global network of Bosch Car Service workshops. Make use of Bosch Talks: the digital network makes it possible to share information, documents, and experiences, and also allows interaction with Bosch and other network partners.





Trusted Quality

# Bosch – a brand trusted around the world

Bosch Car Service puts its faith in the highest level of quality management. And in you!

Since launching in Hamburg in 1921, Bosch Car Service has developed into a world-leading brand-independent network of workshops. First-class work, binding commitments, and transparent costs are part of the Bosch Car Service promise. As a partner workshop, you become part of that promise. That is why we put our faith in workshops that, like us, see the highest level of expertise as the basis for their success: because no matter how fast technology evolves, quality is the key to consistent, lasting success.



At a glance – your benefits as a Bosch Car Service workshop

Satisfied customers through certified quality

ensuring service quality with a solid concept

Lasting customer loyalty

by ensuring the best quality of service

Lead the way

through supporting external quality checks and measurement of customer satisfaction

Local hero

as a representative of Bosch, become a world-class workshop in the neighborhood



Strive for quality as a Bosch Car Service workshop, because it's worth it:



**Satisfied customers through certified quality.** Our partner workshops take part in our regular Bosch Car Service quality management system evaluations. For this purpose, we use external auditors who view the company from a customer perspective, providing useful tips for optimization.



**More resonance through social media monitoring.** By monitoring and analyzing customer reviews on different platforms, we filter success-relevant data from the web. This allows you to learn more about how your location is perceived online and to react professionally if necessary. We help you to use this data to drive the success of your workshop in a targeted manner and generate more revenue.



**A world-class image that stands for maximum quality.** Bosch and Bosch Car Service enjoy an excellent reputation worldwide – make use of it for your company. As a Bosch Car Service workshop, you stand out from your market competitors in the best possible way and represent the quality and service that every car owner wants for their vehicle.



# Your ideal path to a successful future

Join us as a Bosch Car Service workshop!

- ✓ Expand your service spectrum: Bosch Car Service is the workshop concept for all brands and all services.
- ✓ Secure your financial future through new customer acquisition and exclusive access to new fields of business.
- ✓ Increase the efficiency of your workshop with professional service in the management of operations.
- ✓ Stay at the forefront of the industry with ongoing training and further education in the latest vehicle technologies.
- ✓ Create synergies through exchange within the worldwide Bosch Car Service network.
- ✓ Maximize your visibility with the strong logo of a global brand, together with professional marketing measures.



# Is your workshop ready to join our network?

Find out with our checklist



## Your skills and business experience

- Company run by owner, director or operating manager with full financial responsibility and decision powers
- Motivated and skilled team with excellent customer focus and service standards
- Commitment to building the Bosch brand and your own reputation for excellence
- Willingness to invest in your business and staff with an appetite to grow
- Desire to build strong, long-term partnership with Bosch

## Your facilities

- Suitable property with professional appearance
- Adequate customer parking, min. 3
- Customer reception and waiting area
- Customer vehicle acceptance area
- Customer restroom
- Staff restroom
- Fully functional workshop management system

## Your team

- Min. 2 full-time technicians
- Min. 1 technicians to master mechanic level
- Branded workwear and merchandise to be used

## Your equipment and service

- Full range of service for vehicles up to 3.5 tons
- Min. 2 bays
- Access to OEM service and repair database
- Ability to perform all diagnostic work to manufacturer's specifications
- Ability to undertake all mechanical and repair work
- Bosch test equipment to be used, min. KTS diagnostic equipment, battery tester, battery charger



# Bosch Car Service – We drive your success.

We look forward to welcoming you as a new Bosch Car Service workshop soon.

Would you like to learn more about your opportunities as a Bosch Car Service workshop? Get in touch with us!

[\[Contact\]](#)  
[\[Website\]](#)  
[\[Social Media\]](#)

This is what  
your workshop  
could look like:

