



BOSCH
Invented for life

BOSCH
Service


Car Service

Bosch Car Service

www.bosch-service.com

The power of performance – for the future



Introducing Bosch Car Service

Modern workshop businesses are facing major challenges – all of which can be turned into powerful new opportunities. The rapid growth of digitization. New electronics. New types of hybrid vehicles and new techniques. New business models, such as fleet management and online business. Your workshop business can benefit from all these opportunities, as long as you have the right support.

Our powerful network, underpinned by the strength of the Bosch name and reputation, will support you in meeting and benefiting from every challenge. Our systems and processes save you time, increase your efficiency and allow you to maximize the energy you invest in your core business.

A world leader with a global reputation

Our unique knowledge, expertise and systematic approach to quality control have made Bosch Car Service a recognized world leader in networked workshop services. A significant share of parts in today's vehicles are manufactured by Bosch. We pioneered many technologies that are now industry standards. And we have been supplying parts and

spares to the automotive industry for more than 125 years. An unbroken record of excellence. The Bosch Car Service network benefits directly from all this knowledge and experience.

Benefit from Bosch expertise

Our global reputation for quality and service helps our partners boost their image locally. By offering a proven, premium service, they can also increase their profitability. As a Bosch Car Service workshop, our full-service concept gives your business the quality, flexibility and diversity to win more local business, including business customers and multi-brand fleets. We can also provide practical support in optimizing your processes and technical training.

Bosch Car Service Benefits at a glance

- ▶ **Full-service workshop concept:** Parts, tooling, equipment and technical support for all makes of vehicle
- ▶ **Increased turnover:** Attract new customers, including business customers and multi-brand fleets
- ▶ **Increased profits:** Due to extensive management support that improves your efficiency
- ▶ **Increased margins:** Better purchasing terms on Bosch parts
- ▶ **Premium image:** Stand out against local competitors
- ▶ **Stronger reputation:** The power of the Bosch global brand reflects back on your business

Electric/Electronic **Inspection**

& Maintenance

System Diagnostic

Diesel Vehicle Service

Gasoline Injection

Engine Management

Braking Systems

Additional Technical Services

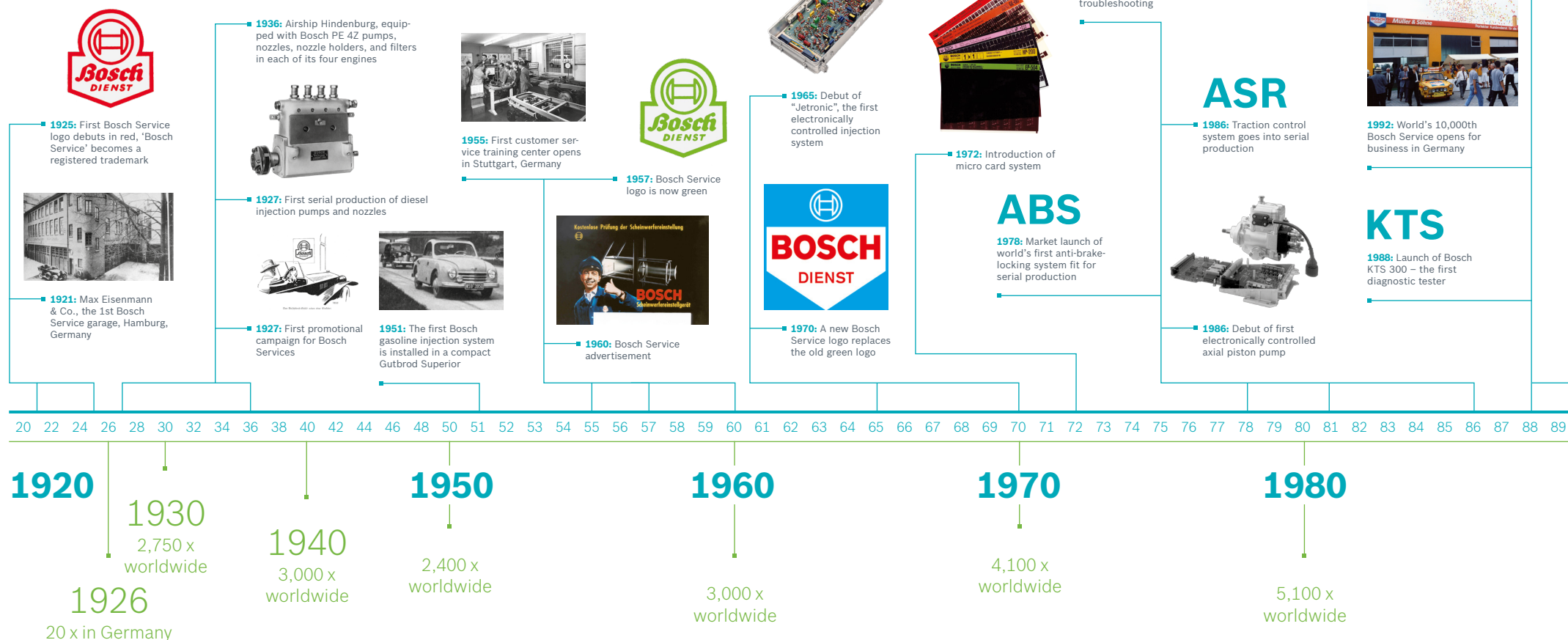
Tyre & Suspension

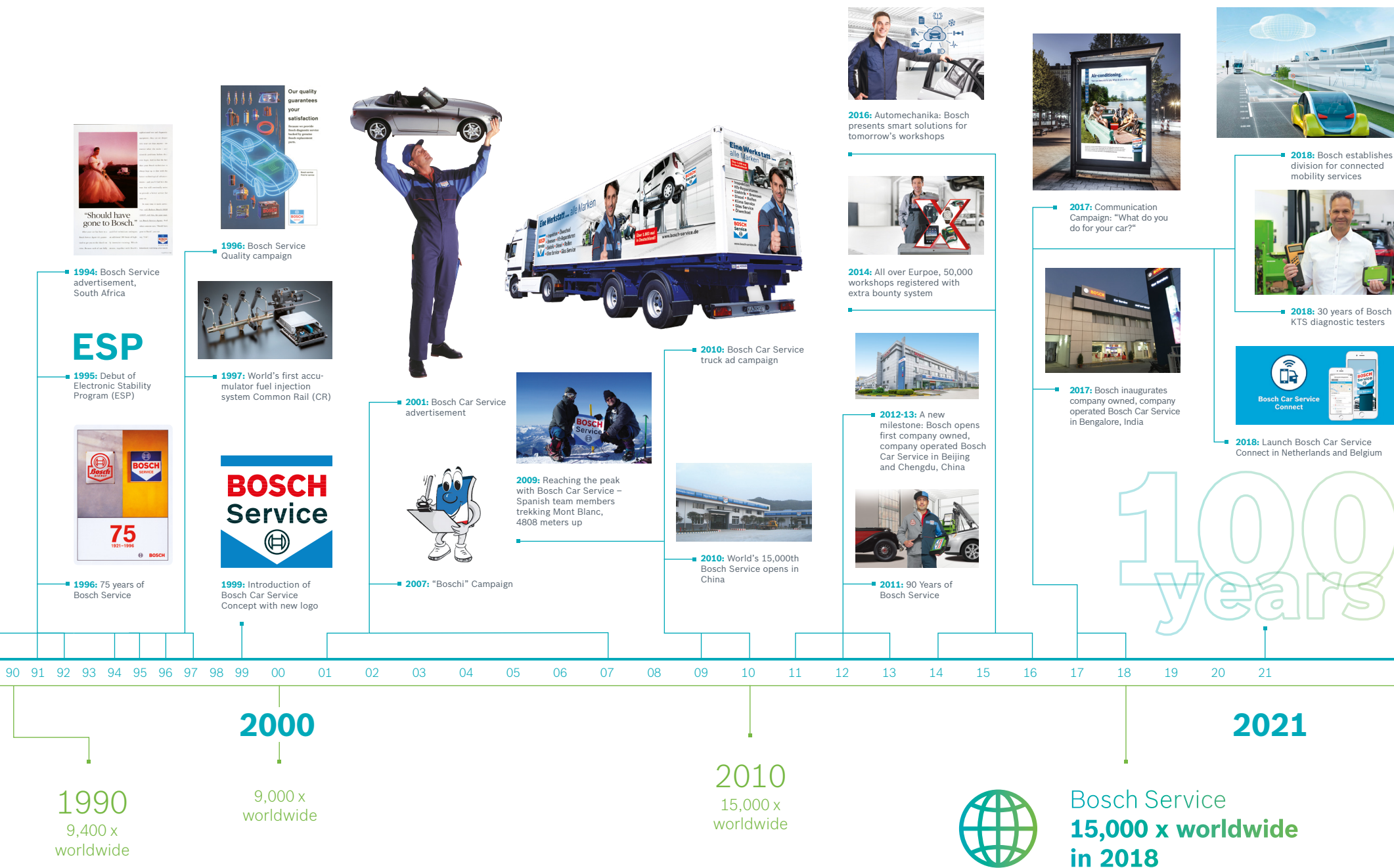
General Mechanical Work

From training and technical support to delivering outstanding service for all types of vehicles and customer needs, Bosch Car Service covers the complete servicing spectrum.

The history of Bosch Service Workshops

In 1921, the first Bosch Service opened its doors in Hamburg, Germany. Today, Bosch Service comprises over 15,000 workshops in 150 countries, making it the world's largest independent service network.







BilTek
Morjärv, Sweden

From the front line **Bosch Car Service** in action

Over 15,000 Bosch Service workshops successfully handle over 210 million customer contacts per year in 150 countries. Backed by the power of the Bosch brand, this makes us an undisputed world leader in top-quality workshop services. But what does this mean for the reality of daily business? We asked the opinion of some of our partners.

Here are their answers.

» *It is important for me to be part of a concept with a strong brand that focuses on quality."*

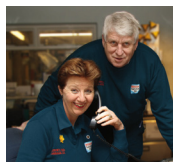


Christian Buhelt
AutoCenter København, Denmark



Being a Bosch Car Service centre means that we can indeed offer a quality Bosch product. Our staff are Bosch trained and we use Bosch diagnostic equipment.

Our customers receive a high level of service from a team that cares as we really get to know our customers. There are also considerable savings on dealership repair bills.”



Dawn and Roger Ayres

Bushey Hall Garage Ltd,
United Kingdom



I realized that to grow in the market I needed to join a workshop concept.

Investigating all the different workshop concepts only one stood out for me and that was Bosch. They are the developers of the parts we fit to our vehicles, they sell the equipment we need to repair those vehicles and they offer training which none of the other networks offer. Since I joined the Bosch Car Service network my business has grown in turnover and we get more of the newer vehicles/models and also receive more specialized work which other workshops struggle to repair.”



Carlo Du Plessis

Cencar, South Africa



Since 2011, we’ve been part of the Bosch Car Service network. We joined the network because of Bosch’s reputation and the extensive management support that helps us improve our efficiency. In my opinion the bosch-car-service network is the only network that represents a very high level of quality and technology and is technically always one step ahead. We decided to switch to the Bosch Workshop Management Software because the system we used before was not updated with features we wished to have. One advantage that we notice in the Bosch WMS compared to our previous system is that there is a simpler method to quickly create offers for pass customers or if there’s a request from the internet. Concerning the future, we expect the Bosch WMS to offer even more advantages regarding insurance work and fleet customers. That way, we as Bosch service organization are able to approach the fleet service providers and say: “we all work with the same system.”



Stephan Becker

Car Service Becker GmbH,
Germany



Bosch Car Service helped me to grow and get more customers. My name is still known and emphasized in the adverts – reinforced with the Bosch brand.

With Bosch Car Service, you feel being part of the developments in Bosch and the high standard ensures the differentiation from competitors.”



Brian Larsen

Flint Auto & Elektro,
Denmark

Living the Bosch brand

Marketing support

When you become a Bosch Car Service workshop, you not only benefit from our global reputation. We support you at all levels of your daily operation, from supplying OEM-quality parts and cutting-edge workshop equipment to helping you improve the efficiency of your processes. Every detail is taken care of, right down to external signage, business stationery and marketing initiatives. Ensuring that local customers know where they can find the true professionals.



A sign of trust

The Bosch sign outside your workshop is a signpost of quality for local customers. Inside, they will see that quality reflected in the work clothes your team wears and the professional marketing and information materials you present. As a Bosch Car Service workshop, you have full rights to use our branding throughout your business, including advertising.

End-to-end marketing support

We support you with a full range of regional and national marketing tools through all channels – from print media to the latest online and digital techniques.

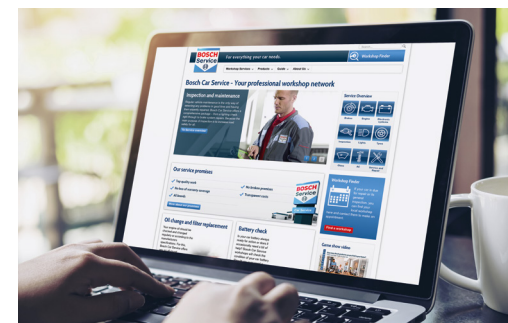
We also provide you with customizable templates to support your own local marketing activities for both private and business customers.



Eye-catching out-of-home media for tactical campaigns in your neighborhood.



Shop front advertising, an intuitive website and a professional image film work together to strengthen recognition of the Bosch brand.



This includes:

- ▶ National newspaper and magazine advertising
- ▶ Radio commercials
- ▶ Direct mail campaigns
- ▶ A well-structured, user-friendly website
- ▶ Frequent shared promotional activities with strategic partners
- ▶ Listings in the most popular navigation systems

New media expertise

We use the full potential of the latest digital applications to build customer awareness and drive new business:

- ▶ Smartphone apps
- ▶ YouTube channel
- ▶ Templates for online banners
- ▶ Online booking tool

Strategic partnerships

We have negotiated national and international agreements with fleet companies, car clubs and insurance providers to create extra business for Bosch Car Service workshops. We also have central agreements with third-party suppliers such as ZF and Michelin to complement our product portfolio with special conditions for our partners.

As a Bosch Car Service partner, you will also enjoy special conditions from local providers for a variety of services your workshop needs.

Achieving service excellence

Technical and business support

Bosch Car Service offers you comprehensive support in all key areas of your business, including technical support, business processes and development.



Technical support

We employ our expertise and know-how to support all your technical needs, especially training. Our training offering can be divided into three sections:

- ▶ Latest technological developments
- ▶ Optimizing use of test equipment
- ▶ Diagnosis, repair and maintenance

We provide a dedicated technical hotline and offer you advantageous pricing on ESItronic, our technical information software. You will also receive our regular newsletter and frequent technical information updates.

Business and management support

As a Bosch Car Service workshop, you benefit from our support in optimizing business management. Our Bosch Service Excellence program includes tools, face-to-face training, online training and personal coaching in the following areas:

- ▶ Brand Management
- ▶ Marketing Management
- ▶ Customer Orientation Management
- ▶ Personnel Management
- ▶ Management of Knowledge & Equipment
- ▶ Sales Management
- ▶ Workshop Process
- ▶ Partnership Management
- ▶ Architecture Management
- ▶ Workshop Management
- ▶ Quality Management

We also provide valuable qualification opportunities – for example, training as a Bosch Automotive Service Advisor (BASA). BASAs provide personal service advice to customers as well as monitoring workshop processes, ensuring quality standards and helping to win new business.

Quality program

We regularly measure quality through **Service Quality Assessments** to ensure compliance with quality standards and services offered. In our **Service Quality Tests** anonymous “mystery shoppers” check the quality of services, customer orientation and staff expertise. For this, we use an external, neutral provider. We then follow up on the results together, looking for ways to further improve your image and reputation locally.

Networking support

To encourage an open exchange of experiences and opinions, we organize regular Bosch Car Service gatherings. Here you can meet other professionals and exchange ideas with each other. We also host meetings and conventions focused on specific topics. This activity is complemented by our useful extranet platform for sharing news, views and opinions.

Bosch Car Service Support features overview

- ▶ **All the power of the global Bosch brand** increasing your reputation as the leading local provider of workshop services
- ▶ **Professional branded signage**, workshop clothing, business stationery, point-of-sale and marketing materials
- ▶ **Full range of marketing support**, including national promotions and publicity
- ▶ **Advanced digital support** featuring smartphone apps, social media channels and workshop finder inclusion
- ▶ **Full range of technical support** with dedicated service hotline, manufacturer-specific training and regular technical news updates
- ▶ **Bosch Service Excellence** program with a systematic approach to continuous service development, including extensive business training, for the whole team
- ▶ **Complete quality programme** to increase customer satisfaction
- ▶ **Opportunities** to exchange experiences with other workshops

Bosch Workshop Management Software

Smart processes boost efficiency and profitability

Workshops are currently undergoing dramatic change: new types of electric and hybrid vehicles, new business models, new intermediaries and new OEMs are all adding complexity to workshop operations.

With our new Bosch Workshop Management Software (Bosch WMS), we now offer you a dynamic, future-oriented workshop management tool. It has been specifically designed to meet these challenges by simplifying all workshop-related processes while ensuring regulatory compliances. Bosch WMS seamlessly integrates all existing processes and applications. The result? You enjoy increased efficiency while having more time to concentrate on what you do best: customer service and repair.

The Bosch WMS is your powerful tool for:

- ▶ Customer and vehicle data management
- ▶ Finance and accounting
- ▶ Multi source parts ordering
- ▶ Service handling
- ▶ Workshop planning
- ▶ Workshop reporting
- ▶ Customer relationship management
- ▶ Connectivity of your workshop
- ▶ Role based user access



Unlock the power of technology

Innovative digital tools

to strengthen your business

We have developed two powerful digital tools to help you build stronger relationships with your customers. At the same time, they give customers real-time information on the safety and efficiency of their vehicles, reducing risk and improving performance.

Bosch Car Service Connect

This program consists of an app and a connector that can be connected to the onboard diagnosis port of the car. The connector can perform the vehicle diagnosis and send the information directly to the customer's smartphone. This is then stored in the customer's profile.

Key functions:

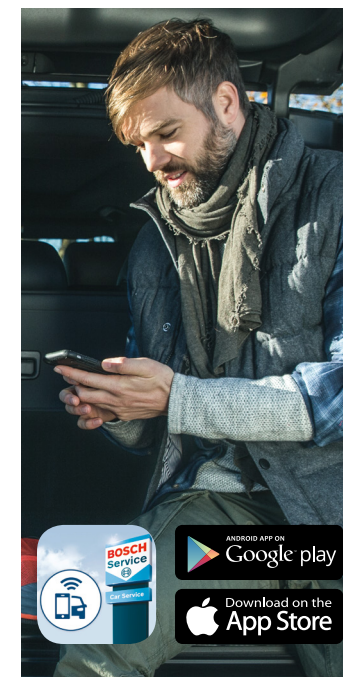
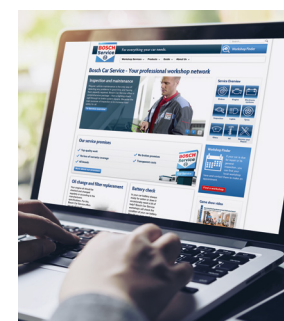
- ▶ Vehicle health check (diagnostics)
- ▶ Advanced driving information
- ▶ Maintenance and repair management
- ▶ Trip log (trip registration system)
- ▶ myBoschCarService integration
- ▶ Roadside assistance integration

My Bosch Car Service website, including personal environment

The online relationship management platform for customers and BCS owners which gives you and your customers a complete overview.

Key functions:

- ▶ Appointment management tool: make new appointments, see upcoming and previous appointments
- ▶ Receive accurate price for any given job, based on vehicle and mileage – complete transparency
- ▶ Vehicle management tool: see vehicle data and health status
- ▶ Consult or export your trips via trip log



Benefits for your workshop

- ▶ **More efficiency:** Customers can arrange all business digitally which means less administration for you
- ▶ **Higher effectiveness:** Thanks to the information saved on the customer's app, you can provide more targeted help
- ▶ **Higher profitability:** You can sell more products and services, more easily, even after closing hours



Preparing your workshop **to meet the challenges of the future**

As part of our commitment to help you build a workshop business that is sustainable and profitable over the long term, we are actively working with the “new OEM” and fleet segments to develop new opportunities.

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

At the same time, the new leads generated will be crucial in achieving increased earnings to ensure a rapid and sustainable payback on your investment.

“New OEM” collaborations

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 their systems and processes and work on their vehicles according to OEM standards. You will also have full access to all necessary OEM repair and maintenance information.

Your benefits as a certified OEM service partner include:

- ▶ Access to new customers – owners of new vehicles not usually seen in the workshop until the warranty has expired
- ▶ Potential new business in connection with the OEM's fleet sales
- ▶ Possibility to gain service business for the electric vehicle customer's other cars
- ▶ Smooth parts ordering and logistics
- ▶ Warranty management and compensation process
- ▶ Vehicle diagnostics coverage
- ▶ Repair and maintenance information

You will also gain early knowledge of electric vehicles as well as the ability to finance that investment. This will enable you to capture new business now, rather than waiting years for these vehicles to age into the independent aftermarket.

Fleet company collaborations

Fleets are an excellent source of reliable, long-term revenue. As a Bosch Car Service workshop, we will help you establish business relationships with the fleet sector and support you in meeting the strict requirements of international fleet management companies.

Integrated processes attract fleet customers

As a Bosch Car Service workshop, you demonstrate to fleet customers that you are part of an international multi-brand network, supported by standardized and efficient business processes. Fleet customers will also appreciate the centralized Bosch Car Service invoicing process and your efficient transactional system for activities like cost estimates and submitting invoices.

Your benefits

- ▶ Bosch fleet cooperation contracts
- ▶ Long-term and predictable lead generation
- ▶ Additional customer orders with reliable B2B clients
- ▶ Reduced administration and negotiation effort
- ▶ Bosch-negotiated central contracts
- ▶ Bosch bargaining power for improved profitability





Rise to the challenge: **Become a Bosch workshop**

Representing the Bosch Car Service brand tells your customers that they can expect uncompromising quality and service. If you believe you have what it takes, we would be delighted to work with you to welcome you into our global family of top workshop professionals.

As you make the transition to joining the Bosch family, we will be happy to provide you with practical tips to ensure that your workshop creates a welcoming, comfortable and professional atmosphere for your customers.

We can also support you in creating a consistent appearance and smooth processes, based on up-to-date IT and a lean warehouse and parts supply system. Naturally, you will also benefit from being able to outfit your team with smart and functional BCS clothing.

The standard of your work and the expertise of your staff need to be consistent with Bosch values. Providing you with the necessary training support, technical knowledge and the latest equipment is all part of our offer to you.

The checklists opposite provide you with a clear overview of what we expect as basic requirements. If you have any questions at all, please feel free to contact us.

Bosch Car Service Self Check:

Your skills and business experience

- ☒ Company run by owner, director or operating manager with full financial responsibility and decision-making powers
- ☐ Commitment to building the Bosch brand and your own reputation for excellence
- ☐ Motivated and skilled team with excellent customer focus and service standards
- ☐ Desire to build a strong, long-term business

Your facilities

- ☐ Smart and professional appearance
- ☐ Adequate customer parking
- ☐ Attractive reception and waiting area
- ☐ Sufficient storage space
- ☐ Fully functional, state-of-the-art IT system

Your team

- ☐ Min. 2 full-time technicians
- ☐ 1 technician to master mechanic level
- ☐ Min. 1 technician trained to Bosch "Minimum Standard"
- ☐ Bosch Car Service branded clothing to be worn by all

Your equipment and services

- ☐ Bosch diagnostic testing facilities or equipment of comparable standard
- ☐ Min. 2 lifts or under-vehicle inspection pits
- ☐ Full range of services for vehicles up to 3.5 metric tons
- ☐ Ability to undertake all mechanical and electrical work
- ☐ Ability to perform all diagnostic work to manufacturer's specifications

NOTE:

online.bcs@de.bosch.com

Building your future success – **together**

The business environment for workshops has never been more competitive. New technologies, new vehicle types and new business models are reshaping the way we all do business. But together with Bosch, you can be sure of having all the expertise, skills and resources you need to succeed. Together, we will build a strong future based on proven standards of technical and service excellence - and 100 years of experience. Join us and become an approved Bosch Car Service workshop!



To find out more about your future as a Bosch Car Service workshop – with all the benefits of being part of a truly global brand – please contact:

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