

# 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:**

**Robert Bosch Ltd**  
Automotive Aftermarket  
Broadwater Park  
North Orbital Road  
Denham  
UB9 5HJ  
[www.boschcarservice.co.uk](http://www.boschcarservice.co.uk)

“ High levels of quality work being carried out on a daily basis and assessed by an external partner ”

“ Bosch is one of the world’s leading automotive supplier and has been involved in the development of technology in the cars for more than 100 years ”

“ We only use Bosch quality products or equivalent high quality ”

“ We are online – both with you and your car ”

“ Our mechanics are continuously trained directly at Bosch in the latest technology ”



## Bosch Car Service

[www.boschcarservice.com](http://www.boschcarservice.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 digitisation. 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 maximise 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 recognised 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 optimising your processes and technical training.

## Bosch Car Service Benefits at a glance

- ▶ **High quality:** Comprehensive quality programme designed to support all aspects of your business
- ▶ **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 comprehensive business support that improves your efficiency
- ▶ **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 Diagnostics

Diesel Vehicle Service

## Gasoline Injection

### Engine Management

# Braking Systems

Fault Finding

## Vehicle Safety Systems

### 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 offer.







# 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

» *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.*



**Stephan Becker**  
Car Service Becker GmbH,  
Germany

» *I realised 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 specialised work which other workshops struggle to repair.”*



**Carlo Du Plessis**  
Cencar, South Africa

» *Bosch Car Service helped me to grow and get more customers. My name is still known and emphasised 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.



The Bosch Car Service 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 can benefit from using the Bosch Car Service brand throughout your business, including advertising and local marketing activities.

We can support you with a full range of regional and national marketing tools through all channels – including the national website with garage locator and a local marketing toolbox designed for you.

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



Eye-catching outdoor media for tactical campaigns in your local area.



### Local marketing support

To increase the awareness of your business locally and support with local marketing activities, we provide templates and free design to create professional material for both off-line and on-line media.

### National marketing can include:

- ▶ Well-structured, user-friendly website with garage locator
- ▶ Online booking tool
- ▶ National newspaper and magazine advertising
- ▶ Radio commercials
- ▶ Cinema advertising
- ▶ Social media marketing
- ▶ Online marketing campaigns

### Local Marketing Toolbox can include:

- ▶ Media Inspiration Catalogue
- ▶ Posters, leaflets, outdoor banners, roll up, flags, online social media and website banners
- ▶ Social media / online theme packages
- ▶ Individual garage videos/ images
- ▶ POS materials
- ▶ Merchandise webshop



# 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. Our expertise and know-how in automotive parts and spares technology allows us to support all your technical needs.

### For every vehicle type

#### Quality you can rely on: Bosch spare parts

From new and exchange parts to repair solutions, Bosch delivers the right part for almost any vehicle type. Workshops benefit from high-level expertise derived from decades of experience with original equipment. Every part has top functionality and fits perfectly with the other technical components of the vehicle.

### Bosch Diagnostics

Workshop solutions for the future – save time and money in troubleshooting and repairs. For professional service on modern vehicles, Bosch provides test equipment, software, and expertise perfectly coordinated from a single source.

The KTS 560 and KTS 590 come equipped with the latest technology to ensure that diagnosis is possible. This includes parallel channel communication and PassThru.

Use these products with ESI[tronic] 2.0 for a complete diagnostic solution. ESI[tronic] 2.0 features, maintenance and wiring diagrams, repair and troubleshooting guides, manuals, vehicle data, and experience-based repair cases for more than 150 vehicle brands

Experts from Bosch Automotive Training and the Bosch Hotline offer further support and assistance with complex diagnostic and repair cases.

## Bosch Car Service Technical Hotline

As a member of the Bosch Car Service network, you will be provided access to a wide range of technical expertise. Bosch Car Service members have preferential access to the Bosch technical hotline, supporting you with:

- ▶ Interpretation of diagnostic information
- ▶ Recommendations for finding faults and solutions
- ▶ Application and extended use of Bosch diagnostic equipment



### Bosch Technical Training

As the industry leader, Bosch offers training on a wide range of automotive topics and technologies, from entry level right through to Master Technician levels.

We offer a comprehensive training programme to equip your technicians with the required skills for the future and the ever-increasing complexity of

modern vehicles. Bosch training sessions incorporate:

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

### Technical support

We employ our expertise and know-how to support all your technical needs.



**Cars**  
High-quality replacement parts



**Light Commercial Vehicle**



**Two-wheelers**  
Spare parts for scooters and a range of other applications



**Bosch eXchange**  
The high-quality alternative for value-based repairs



**Bosch Service Excellence**

As a Bosch Car Service workshop, you benefit from our support in optimising business management. Our Bosch Service Excellence program includes tools, face-to-face training, ongoing support through personal coaching in between modules to ensure continuous improvement:

**Module 1: Operation optimisation**

Streamlining operations at your own workshop, including a basic understanding of Key Performance Indicators (KPI) as a management tool.

**Module 2: Workshop Management**

Understanding of personal management tools and formulation of management plan for your own workshop.

**Module 3: Customer satisfaction**

Developing a greater understanding of customer satisfaction and customer loyalty (retail and business customers).

**Module 4: Customer complaints**

Managing customer complaints and warranties both face-to-face and online.

**Module 5: Recruitment and Human Capital**

Establish the tools and techniques to successfully recruit, retain and develop the best staff for your business.

**Module 6: Branding and Local Marketing**

Understanding of brand value to generate increased revenue and customer loyalty. How to use the Bosch Car Service brand in the right way?

## Bosch Car Service Excellence

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

**Features and benefits:**

- ▶ Guidance on how to manage your business from a technical, organisational and commercial point of view.
- ▶ Advice on how to put the guidance into practice, with support, tools and your own ideas.
- ▶ Evaluation techniques to measure the performance of your business and identify how it can improve further.



## Bosch Car Service Networking support

To encourage an open exchange of experiences and opinions, we organise regular Bosch Car Service meetings. 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 online platforms for sharing news, views and opinions.



**Quality program**

High quality is essential for long-term business success. Developing high quality processes and activities at both the workshop and management level builds a strong relationship with your customers and improves your image and reputation locally.

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. With our **Repair Potential Analysis**, the workshop core processes are reviewed and analysed to highlight areas for improvement.

For this, we use an external, neutral provider which gives a customer perspective to your business. We then follow up on the results, working together to achieve service excellence.



*“ 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**  
The founder of the  
Robert Bosch Group





## 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 and front of house clothing, business stationery, point-of-sale and marketing materials
- ▶ **Full range of marketing support**, including national and marketing toolbox to support local activities
- ▶ **Advanced digital support** featuring online booking tool apps, social media channels and workshop locator
- ▶ **Full range of technical support** with dedicated service hotline and regular technical news updates
- ▶ **Bosch Service Excellence** program with a systematic approach to continuous service development, including extensive business training
- ▶ **Comprehensive quality** programme to increase customer satisfaction through an improved image and strong reputation
- ▶ **Opportunities** to exchange experiences with other workshops



## 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.

### My Bosch Car Service

The online relationship management platform for customers and Bosch Car Service workshops which brings you closer to your customers.

#### Key customer features:

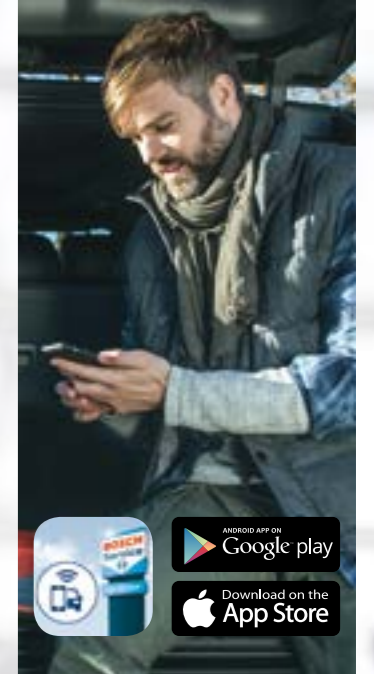
- ▶ Appointment management tool: make new appointments, see upcoming and previous appointments
- ▶ Receive accurate price for any given job, based on vehicle and mileage – complete transparency
- ▶ Vehicle management tool: see vehicle data and health status
- ▶ Consult or export your trips via trip lock

### 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 customer features:

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



## Benefits for your workshop

- ▶ **More efficiency:** Customers can arrange all bookings 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 strategic partners, as well as "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 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.



## 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 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.

## 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 standardised and efficient business processes.



### Your benefits

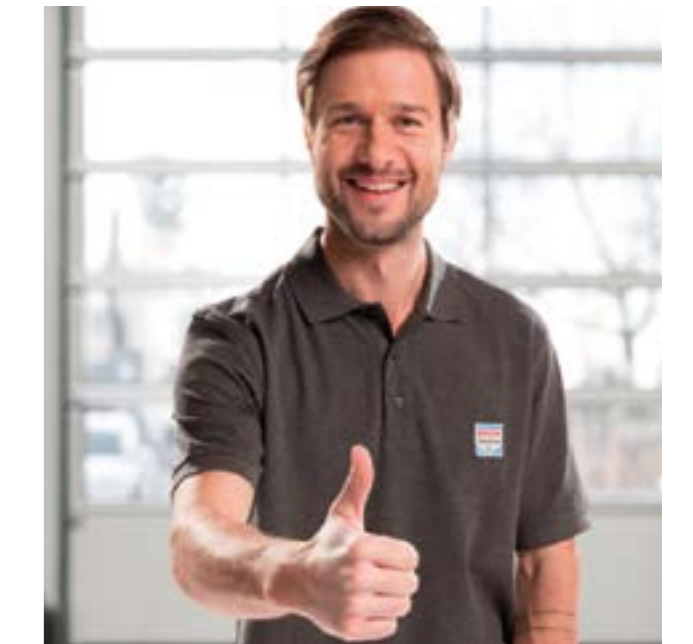
- ▶ Bosch fleet cooperation contracts
- ▶ Long-term and predictable lead generation
- ▶ Additional customer orders with reliable B2B clients
- ▶ Reduced administration and negotiation effort
- ▶ Bosch-negotiated central contracts
- ▶ Bosch bargaining power for improved profitability

## "New OEM" collaborations

This ensures that the Bosch Car Service network will be an attractive partner to "new OEMs" entering the market.

### The benefits for you:

- ▶ Access to new customers
- ▶ Smooth parts ordering and logistics
- ▶ Warranty management and compensation process
- ▶ Vehicle diagnostic coverage
- ▶ Repair and maintenance information







# Rise to the challenge: Become a Bosch Car Service 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 Car Service 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, smooth processes and high level of quality to ensure long-term business success. Naturally, you will also benefit from being able to utilise the Bosch Car Service brand throughout your business.

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

The checklist opposite provides you with a clear overview of our basic expectations of a Bosch Car Service. 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
- Tidy, clean, well-organised workspace
- Fully functional IT system

### Your team

- Min. 3 full-time technicians
- 1 technician to be enrolled on 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. 3 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:**  
BCS@UK.BOSCH.COM

