

# Bosch Car Service

Driving Business Results

Through Unparalleled Network Support



# Bosch Car Service Concept

When you become a Bosch Car Service member, you and your customers can rely on our abiding commitment to quality and innovation. We deliver business support, diagnostics, service, parts and the reputation of the Bosch Car Service brand – giving you the edge that sets your shop apart from the competition.

The rapid development of the Automotive Market is creating substantial pressure for independent aftermarket shops to keep up with the latest technological advancements. We know that independent shops rarely have first-hand knowledge regarding what's going on in the industry and sometimes lack the resources and connections to keep abreast of current developments. The Bosch Car Service concept addresses these needs and more – allowing independent automotive repair shops to thrive in today's changing market.

We look forward to getting to know you and your business – and providing you with a full range of tools and the professional support to help your shop prosper.

## Bosch Car Service Benefits

### Marketing Support

- ▶ **Multi-channel Marketing Tools:** Full-range support – from print media to the latest online and digital technologies – to help you win new customers and strengthen existing relationships
- ▶ **Dedicated Sales Team:** Regional sales representatives provide one-on-one shop support
- ▶ **Parts & Availability:** Enhanced availability through preferred suppliers and exclusive rewards program
- ▶ **eXtra Loyalty Program:** Exclusive reward program for purchasing eligible products and services from participating distributors, where points can be redeemed for over 1 million awards. Program includes:
  - 6 annual Exclusive Promotions
  - 6 annual Standard Promotions
  - 25% eXtra point bonus when you purchase Bosch-eligible products through preferred suppliers (WORLD PAC and Parts Authority)
  - 10% eXtra point bonus when you purchase Bosch-eligible products at [extra.partstech.com](http://extra.partstech.com)
- ▶ **Audits & Consulting Services:** Bosch Car Service Quality Management audits of BCS network shops help identify areas of success and improvement – while determining the performance class rating of the service center within the network
- ▶ **Affordable Training Offerings:** Specially priced network training solutions give Bosch Car Service Centers a competitive advantage in the automotive repair market

All of the above provided with **no annual or monthly fees.**

### Access to the Bosch Car Service Brand

The Bosch Car Service concept focuses on the development of technical and business know-how.

The concept addresses five main areas targeted at increasing your competitive advantage in the market:

- 1. Bosch Branding:** Full rights to use Bosch Car Service branding throughout your business
- 2. Marketing Support:** Bosch Car Service Center meetings and regular communications maintain an open dialogue among members and Bosch support personnel
- 3. Premium Image:** Gain distinction and prominence among local competitors through the power of the Bosch global brand
- 4. Interior & Exterior Imaging Programs:** Multiple options for creating a globally consistent, easily recognizable professional shop image
- 5. Digital Marketing:**
  - Exclusive Web Portal
  - Bosch Digital Marketing Initiative

## Technical Support

- ▶ **Automotive Repair Technical Training:** A complete collection of automotive repair classes, seminars and webinars at discounted rates
- ▶ **Bosch Car Service Hotline:** Get connected with technical experts to find the right parts and on-demand technical support
- ▶ **Technical Bulletins:** Be the first to receive the latest information from the inventor of many of the automotive parts and systems in today's vehicles

## Diagnostic Support

- ▶ **Tools & Equipment:** Receive special network pricing on Bosch, OTC and Robinair diagnostic tools & equipment

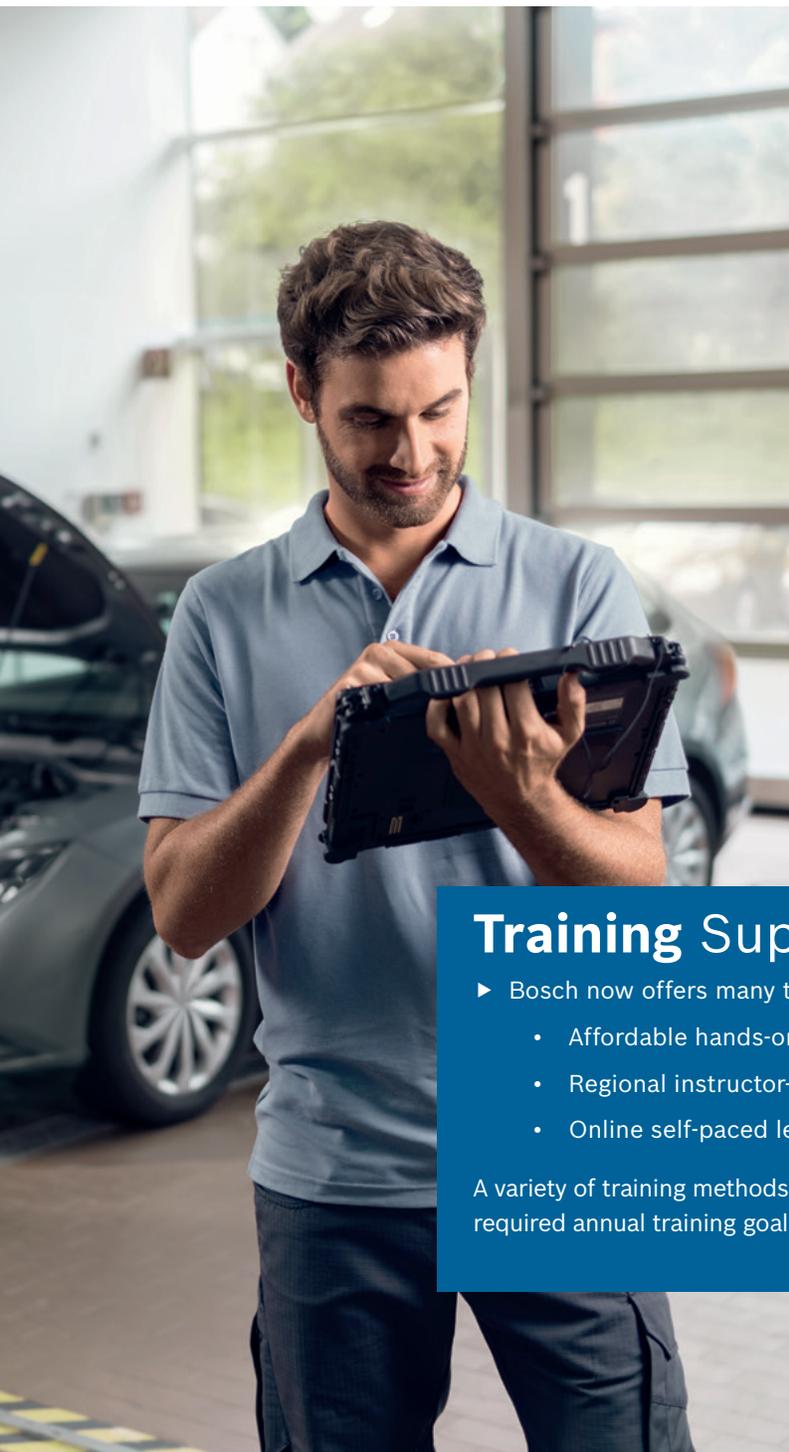
## Business Support

- ▶ **Bosch Service Excellence:** Business management training programs, including Customer Satisfaction and Quality Management
- ▶ **Service Quality Excellence:** Bosch conducts regular service quality assessments on the network to prepare members for stronger market demands and competition
- ▶ **Bosch Car Service Consumer Credit Card:**
  - An exclusive line of credit for automotive repairs performed at Bosch Car Service shops only, with 6 months deferred interest on automotive repairs
  - \$149 minimum purchase required
  - 1.99% merchant rate
  - No other fees for your business
- ▶ **Strategic Partnerships:** Bosch works with select business partners that may provide new business opportunities for BCS members, such as reducing costs or driving additional customers to your shop. The following partnership arrangements may be available to you as a Bosch Car Service:
  - Bosch Car Service (BCS) Branded & Co-branded Merchandise
  - Marketing and Communications Platform
- ▶ **Shop-Ware and PartsTech** – innovative shop management software
- ▶ **Preferred Supplier Program** – same day delivery and high inventory levels
- ▶ **Warranty Program** – Added product assurance for you and your customers
- ▶ **And more**

## Training Support

- ▶ Bosch now offers many training solutions for Bosch Service Centers, including:
  - Affordable hands-on training
  - Regional instructor-led training
  - Online self-paced learning

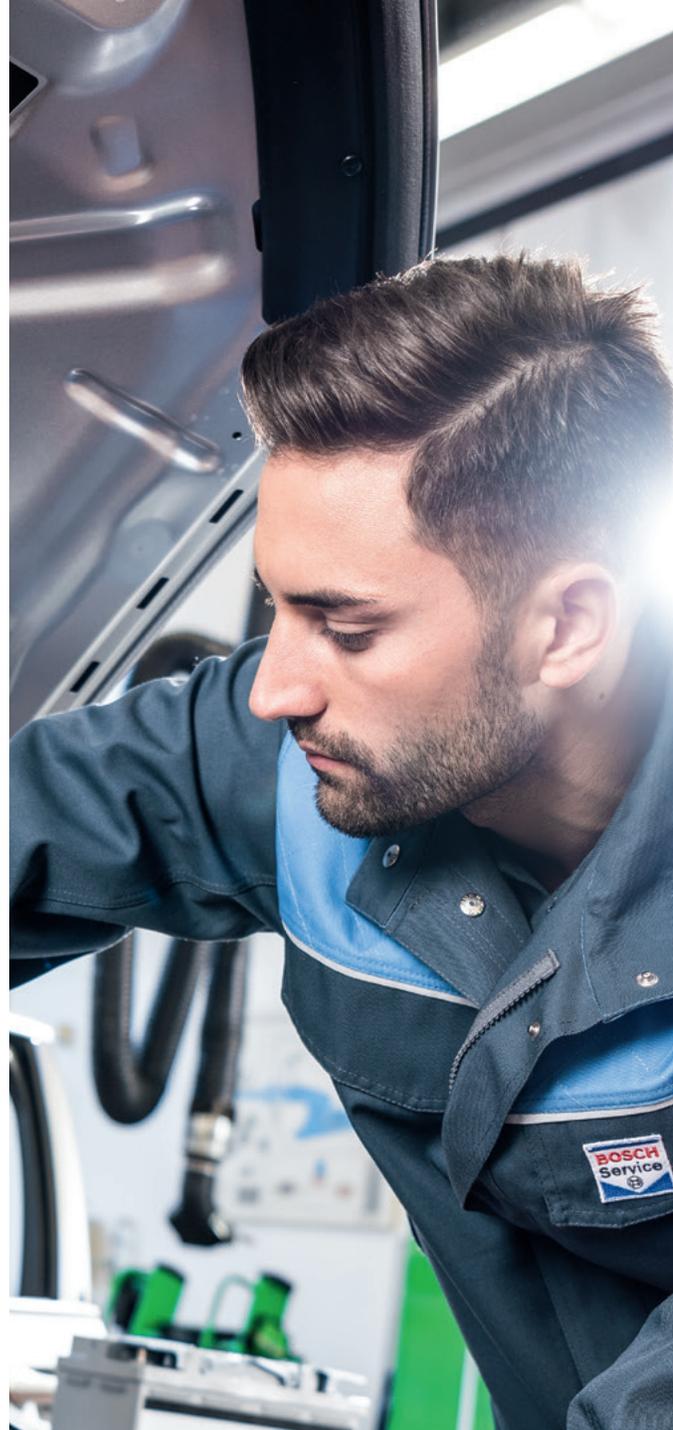
A variety of training methods ensure the Service Center has many options to achieve the required annual training goals.



# You Love to Fix Cars Let Us Help You Build Your Business

To become part of the Bosch Car Service network you will need to meet certain criteria. Elements for consideration include:

- ▶ Bosch Car Service is the predominant secondary brand other than your shop brand
- ▶ Minimum of 4 bays, 2 technicians and 1 service advisor
- ▶ Implement and integrate with Shop-Ware and PartsTech – **for new shops only, starting May 2019**
- ▶ Accept and process the CFNA Bosch Service credit card
- ▶ Active account in the eXtra Loyalty Program
- ▶ Participation in Bosch Quality Audits
- ▶ Bosch parts purchases totalling \$20,000 annually (tracked via eXtra)
- ▶ Employ, at a minimum, 1 Master Tech (i.e., ASE, Bosch or equivalent)
- ▶ 40 hours of training per lead technician, annually
- ▶ 20 hours of training per secondary technician, annually
- ▶ Expertise to provide bumper-to-bumper service, repair and diagnostics on Import / European vehicles
- ▶ Online reviews with 3.5+ star average (e.g., Google, Yelp, etc.)
- ▶ Clean, accessible, professional facilities – including dedicated customer waiting area and restroom
- ▶ Professional, modern website
- ▶ Shop brand, including Bosch Car Service 4'x4' illuminated exterior signage (if permitted)
- ▶ Bosch Car Service interior imaging (optional)



## Getting Started

**Step 1:** Access the Bosch Car Service Application at: [www.boschautoparts.com/workshopconcepts](http://www.boschautoparts.com/workshopconcepts)

**Step 2:** Review and complete the **Bosch Car Service Application** and email it to: [BoschServWebCust@us.bosch.com](mailto:BoschServWebCust@us.bosch.com).

**Step 3:** Upon review and approval of the application, your **Bosch Sales Consultant** will visit your location to verify requirements and review the Bosch Car Service agreement.

**Step 4:** Once the agreement is signed by both parties, you will begin the transition of becoming a **Bosch Car Service member**.

# Leader in Automotive Technologies

The Bosch brand is renowned for innovative automotive technologies – a distinction originating from founder Robert Bosch and his progressive spirit, competence in research and manufacturing and dedication to providing people with high-quality products. More than 125 years later, the company remains steadfast in delivering on these same core principals.

Not only do today's vehicles contain a significant share of parts manufactured by Bosch, but we have also developed many technologies that are now industry standards. The Bosch Car Service Network directly benefits from these unparalleled attributes.





**Car Service**



[www.boschcarservice.com](http://www.boschcarservice.com)

1906009

©2019 Robert Bosch LLC, USA. All rights reserved.  
BOSCH is a registered trademark of Robert Bosch GmbH and/or its affiliated entities.