



Over 100 000 workshops worldwide are registered in the “extra” loyalty program

Rapid development since the introduction in 2009

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- ▶ Workshops in 50 countries worldwide use the "extra" loyalty program
- ▶ Collect points faster with nine strong partners
- ▶ Current motorsports campaign in Germany

The “extra” loyalty program for automotive workshops has developed rapidly since its introduction by Bosch in 2009. As of this year, also workshops in the U.S. and Canada can participate in the program. Thus, “extra” now has participants in 27 countries in Europe and 50 countries worldwide. Globally, 100 000 workshops have registered for the loyalty program.

In Germany, “extra” has in the meantime become the largest loyalty program in the workshop area. With Bosch and eight other strong partners, workshops can collect points rapidly: Motul (motor oils and lubricants), GKN (brands Spidan and Löbro), BTS Turbo (original turbochargers and factory replacement chargers), Sonax (car care products) and Hazet (tools). As of this year, Michelin (tires), Castrol (engine and gear oils as well as specialties), as well as Bilstein (shock absorbers and air suspension modules) have joined.

Easy registration via the Internet

Registration for “extra” is quick and easy: The workshop registers on the loyalty program’s website www.extra-praemien.de, selects up to three wholesalers and can start collecting points immediately. The collected points can be redeemed for attractive rewards. The extensive catalog includes non-cash awards such as Bosch tools, home appliances, smart phones or tablet PCs. Moreover, the “extra” points can also be used to pay for Bosch Diagnostics or the participation in Bosch Trainings.

“extra” motorsports campaign

Bosch has launched an attractive motorsports campaign in Germany. Workshops can register for the campaign until 31.01.2018 and will then be rewarded for their purchases during the period 01.01.2018 to 30.04.2018.

The 500 workshops that surpass their turnover target the most, receive a Garmin fitness band as an additional reward. All other workshops that achieve their turnover target goal, receive 500 extra points. Furthermore, every workshop that registers for the promotion automatically participates in the raffle of a VIP ticket for a DTM race. Please find further details at www.extra-praemien.de.

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The Automotive Aftermarket division (AA) provides the aftermarket and repair shops worldwide with a complete range of diagnostic and repair shop equipment and a wide range of spare parts – from new and exchange parts to repair solutions – for passenger cars and commercial vehicles. Its product portfolio includes products made as Bosch original equipment, as well as aftermarket products and services developed and manufactured in-house. About 18,000 associates in 150 countries, as well as a global logistics network, ensure that some 650,000 different spare parts reach customers quickly and on time. In its “Automotive Service Solutions” operations, AA supplies testing and repair-shop technology, diagnostic software, service training, and information services. In addition, the division is responsible for the “Bosch Service” repair-shop franchise, one of the world’s largest independent chains of repair-shops, with some 17,000 workshops. In addition, AA is responsible for more than 1,000 “AutoCrew” partners.

Additional information can be accessed at www.bosch-automotive-aftermarket.com

The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). The company generated sales of 73.1 billion euros in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group’s strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is “Invented for life.” The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch’s global manufacturing and sales network covers nearly every country in the world. The basis for the company’s future growth is its innovative strength. At 120 locations across the globe, Bosch employs some 59,000 associates in research and development.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPresse.