Press release
Automotive Aftermarket

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100 Years of Bosch Car Service: Innovation Born of Tradition

The first Bosch Installation and Repair Workshop opened its doors in Hamburg in 1921, establishing what is now the world's largest brand-independent workshop network

- Bosch partner workshops have received support in the form of automotive spare parts, workshop equipment, and business and technical expertise for 100 years.
- Bosch Car Service has become the world's largest brand-independent workshop network, with more than 15,000 repair shops in 150 countries.
- Innovation leader Bosch provides its partner companies with access to cutting-edge technologies for diagnostics, maintenance, and repair.
- Bosch Car Service workshops offer drivers around the world an extensive range of brand-independent services that are always state of the art.

100 Years of Experience as a Foundation for the Future

Service partner no. 1: Max Eisenmann & Co., an automotive repair workshop based in Hamburg, became the first official Robert Bosch AG Installation and Repair Workshop in 1921, marking the birth of Bosch services and the first chapter in a global success story. That's because company founder Robert Bosch had recognized early on the necessity of a repair shop network. As the number of car owners increased, so too did the demand for specialized expertise that extends beyond country borders and oceans. Bosch Car Service is now the world's largest brand-independent workshop network, with more than 15,000 companies in 150 countries.

100 Years of Collaboration as a Driving Force in the Global Market

As members of the global Bosch Car Service network, workshops receive support in the form of cutting-edge diagnostic technology, effective spare part logistics, and marketing measures. Thanks to information and consulting services for all brands as well as state-of-the-art Bosch diagnostic technology, partners

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around the world benefit from Bosch's ever-growing expertise. Customers benefit from the high availability of Bosch original parts at partner workshops as well as qualified automotive mechatronic technicians, who are always up to date thanks to regular training courses.

100 Years of Customer Trust Guarantee Stability

Expertise trusted the world over: thanks to 100 years of effective collaboration with the driver of innovation, Bosch, as well as services with unwavering levels of quality, Bosch Car Service workshops have earned the trust of car owners over the long term. A qualification system with the Bosch Service Excellence program, including regular audits and workshop tests, ensures the high service quality of Bosch workshop partners. Bosch Car Service companies regularly occupy top positions in customer surveys and independent tests and achieve an average rating of 4.4 out of 5 stars in customer reviews.

Intensive Research as a Success Factor for the Next 100 Years

Bosch employs more than 72,000 people in research and development and, in 2019, invested €6.1 billion in this area. With 4,202 patent applications in 2019, Bosch is one of the most important drivers of innovation in the field of mobility, which benefits Bosch Car Service companies and their customers: "Networking, automation, and new drive solutions – vehicle complexity is growing steadily. More and more cars now feature driver assistance technologies and new display and infotainment systems," says Thomas Winter, Head of Workshop Concepts at Bosch Automotive Aftermarket. "This also means new challenges for workshops. Bosch is a reliable partner when it comes to accommodating the increasing requirements of the future – and can guarantee that, with Bosch Car Service workshops, car owners will always have a competent contact for services and repair."

Growth with Consistently High Service Quality – That's the Objective

100 years after opening the first Bosch repair workshop, Bosch Car Service companies are now leaders in the independent workshop market as modern full-service providers. Bosch is celebrating this success story with an optimistic look at the future: the objective is to further consolidate the global network with new partner workshops, more closely coordinate customers and service stations on the basis of digital solutions and smart use of data, and thus reinforce its position as a reliable and innovative mobility partner around the world both today and in the future.

Press images: #6ca77c31, #4bb2ac72, #66c019a8, #72a003f2, #40143d15, #faef4726

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The Automotive Aftermarket division (AA) provides the aftermarket and repair shops worldwide with modern 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 14,000 associates in more than 150 countries, as well as a global logistics network, ensure that spare parts reach customers quickly and on time. 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, world's largest independent chains of repair-shops, with some 15,000 workshops, and more than 1,000 "AutoCrew" partners.

Additional information can be accessed at www.boschaftermarket.com

The Bosch Group is a leading global supplier of technology and services. It employs roughly 400,000 associates worldwide (as of December 31, 2019). The company generated sales of 77.7 billion euros in 2019. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch pursuing a vision of mobility that is sustainable, safe, and exciting. 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 facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. 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 subsidiary and regional companies in 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. Bosch employs some 72,600 associates in research and development at 126 locations across the globe, as well as roughly 30,000 software engineers.

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