

Bosch Car Service: At Home in the Future for the Past 100 Years

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Thanks to their partnership with the innovation driver Bosch, the workshops have been at the forefront of technological progress since 1921

- ▶ Bosch has played a major part in shaping the technology of the mobility industry from the very beginning.
- ▶ With their strong partner Bosch, Bosch Car Service workshops qualify early on to use innovations in the areas of diagnostics, servicing, and repairs.
- ▶ Tradition rather than change: now and in the future, the Bosch Car Service workshops will remain committed to their 100-year-old service pledge.

Shaping mobility and setting technology trends

Modern-day motor vehicles have little in common with the “Benz Patent Motor Car, model no. 1” of 1886 – this being a three-wheeler, not even the number of wheels is the same. Driver assistance systems, new drive types, connectivity, and automation have made driving safer and more comfortable. Accordingly, the expectations that car owners have of workshops have changed. The Bosch Car Service workshops aspire not only to living up to their demands, but actually to preempting them.

“Bosch is at home in the future and the company plays an important part in determining the direction in which automotive technology develops,” says Thomas Winter, Head of Automotive Franchise Concepts at Bosch Automotive Aftermarket. From the first magneto ignition to artificial intelligence (AI) as the basis for autonomous driving, the industry leader Bosch has always been fully committed to advancing the development of mobility.

In its mobility division, Bosch has some 14,000 software developers working and invests three billion euros per annum in software development. Founded 2017, Bosch has its own Center for Artificial Intelligence as a competence center with a total of seven locations, which are located in Germany, the USA, China, India

and Israel. And with 4,202 patents registered globally, Bosch was once again at the top of the automotive industry's innovations list in 2020.

Managing the present, anticipating the future

Be it for the internal combustion engine, a hybrid or an electric drive, intelligent online training concepts and practical training allow the employees of Bosch Car Service workshops to quickly familiarize themselves with and implement trends in the areas of diagnostics, servicing, and repairs.

“As a cooperative partner, we invest both in developing new products and in the qualifications of those who will be working with them,” explains Thomas Winter. “Bosch Car Service partners do not have to wait for a technology to make it to market. Our aim is for the expertise and service at the Bosch Car Service workshops around the world to not only be of the same level, but also at the very latest level.”

Incorporating innovations and preserving the tried and true

The Bosch Car Service portfolio is continuously being expanded with the addition of mobility trends such as e-mobility, autonomous driving, and sharing concepts. Cutting-edge workshop software and online service bookings take customer service and workshop management to the next level. The wrench used in workshops back in 1921 is not obsolete (just yet), but new forms of diagnostics, servicing, and repairs have long since been made possible at the Bosch Car Service workshops by online data updates and the Internet of Things (IoT). But the passion that the Bosch Car Service staff feel for their customers and the vehicles will remain unchanged, as will their desire to deliver quality, reliability, and fairness.

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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 395,000 associates worldwide (as of December 31, 2020). The company generated sales of 71.5 billion euros in 2020. 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 is 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 some 60 countries. Including sales and service partners, Bosch’s global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company’s future growth is its innovative strength. At 129 locations across the globe, Bosch employs some 73,000 associates in research and development, of which nearly 34,000 are software engineers.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, <https://twitter.com/BoschPress>