



### **Quickly find the right Bosch wiper blades with just a few clicks**

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#### **Redesigned website with a stronger focus on customer needs**

- ▶ New website is easier to use and provides more information
- ▶ Comprehensive information about the wiper blade range with clear explanatory videos, including tips and tricks for installation
- ▶ Additional functions such as a comparison table, wish list, and offline search deliver optimum convenience for the user

Karlsruhe, Germany – Following a comprehensive redesign, the Bosch website at [www.boschwiperblades.com](http://www.boschwiperblades.com) now offers customers an attractive interface and new features. These improvements make it much easier for drivers and workshops worldwide to find the right Bosch wiper blades. In addition to the usual search by manufacturer, vehicle type, and year of manufacture, the website now offers alternative search criteria for some countries. In Germany, for example, users can search for the manufacturer number (HSN) and the type code number (TSN) listed on the registration certificate, and in Switzerland, they can input the vehicle identification number. A green bar indicates a perfect match between wiper blade and vehicle.

The relaunched website has been enhanced with a wealth of useful information about the Bosch wiper blade range. Users can now access tips and tricks for installing the wiper blades as well as further explanatory videos and product information. If there are several wiper blades available for a particular vehicle, the website makes it easy to compare them. In addition, the special product benefits of Bosch wiper blades are presented in a visually appealing way.

#### **Wiper search optimized for smartphone and tablet as well**

But these are not the only improvements. The website also offers several new convenience functions, such as the option to save searches for subsequent retrieval. Users can save vehicle-product combinations to a wish list. And as it has been optimized for mobile applications, the website is now easy to access and navigate on smartphones

and tablets. Users can even download the website, making it possible to search for the right wiper blades offline as well.

The revised website, with product finder and continuously updated information about the Bosch wiper blade range, can be found at the usual internet address:  
[www.boschwiperblades.com](http://www.boschwiperblades.com).

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Additional information can be accessed at [www.boschaftermarket.com](http://www.boschaftermarket.com)

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