



About 80 future workshop experts met at the Azubi-Event apprentice meeting at the Bosch location in Karlsruhe

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The Bosch concept headquarters presented itself to the apprentices of Bosch Car Service workshops

- ▶ Exciting guided tour of the central warehouse at the location in Karlsruhe
- ▶ Interesting information about Bosch products as well as modern test and diagnostic equipment
- ▶ Enough space for the apprentices to exchange experiences and to get to know apprentices of other Bosch Car Service workshops

Karlsruhe – About 80 apprentices of Bosch Car Service companies throughout Germany met on Thursday, June 23 at the “Azubi-Event 2022” apprentice meeting at the Bosch Automotive Aftermarket division in Karlsruhe. At this information day, the future workshop experts got to know the headquarters of the Bosch Car Service Organisation at first hand. At 9:30 a.m., Dan Bronkal, head of workshop concepts central region, welcomed the apprentices who arrived from all over Germany with some hospitality drinks and snacks. He presented the concept of the Bosch Car Service Organisation first founded in 1921 – i.e. more than 100 years ago. The apprentices learned how Bosch supports their training companies by means of know-how, access to latest diagnostic data and state-of-the-art workshop equipment. In addition to a highly qualified and skilled apprenticeship, Dan Bronkal also emphasized on the importance of continuous further training by means of technical trainings to keep pace with the rapid and highly dynamic development of modern automotive technologies.

Exciting program, presentations, demonstrations and guided tours

Afterwards, four groups of apprentices experienced the exciting program of the “Azubi-Event”. The visit to the impressive European central distribution warehouse of the Bosch Automotive Aftermarket division was definitely one of the highlights of the event. Almost all of the spare parts installed by the apprentices at their training companies go through this warehouse – before being delivered to the workshops. At presentations and practical demonstrations,

Bosch experts informed the participants about state-of-the-art test and diagnostic equipment as well as about interesting facts concerning Bosch social-media activities and products.

Loads of action at the closing event in the evening

And yet there was also more than enough time for the future Bosch Car Service experts to exchange experiences or for talks among the participants at the coffee breaks and at lunch. An action-packed evening event, complemented by a joint dinner at the Bosch location in Karlsruhe rounded off the apprentice meeting. At exciting duels on the football table, at the flipper or even at the dart board, the apprentices got the chance to compete with one another, to talk to one another, to exchange experiences and even to make new contacts.

In 2019, the concept headquarter of the Bosch Car Service companies had first organized such an Azubi-Event – and received enthusiastic feedback by the participants and their training companies. After a two-year recess due to the corona pandemic, Bosch was now able to carry out the second Azubi-Event apprentice meeting for future Bosch Car Service professionals – with enthusiastic feedback once again. The combination of well-prepared information, exciting insights into the work at the Bosch Car Service headquarters and the communication among colleagues were particularly appreciated.

Press photo: #98f888e1

Contact person for press inquiries:

Carolin Lüdecke

Phone: +49 721 942 3417

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, products developed in-house and specifically manufactured for the aftermarket, as well as services. About 13,000 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, one of the 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

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