



Meet the challenge of automotive maintenance and repair in the 21st century, become a Bosch Auto Parts Specialist !

Meeting the challenge with Bosch.

You can be prepared to repair and maintain tomorrow's vehicles with the global technology resources from Bosch. As one of the premier automotive components suppliers worldwide, Bosch is at the forefront of engineering and development of the latest high-tech fuel management, electronic and braking systems that will appear on millions of vehicles in the next decade, and beyond. Will you have the knowledge and skill to service these new vehicles? Are you prepared for the millions of Bosch-Equipped vehicles already on the road?

Bosch - your window to the future.

As a Bosch Auto Parts Specialist Installer, you'll receive valuable marketing and product information on a regular basis, keeping you on top of the latest Bosch aftermarket trends and selling opportunities. You'll have access to Bosch Automotive Service Training, plus, you can obtain Training Videos at special Bosch Auto Parts Specialist discounts. In addition, you'll receive periodic Technical Bulletins to keep you aware of what's coming, and help prepare your business for the challenges that lie ahead.

Identify with Bosch

In addition to learning about the newest technology, you'll also have access to signage packages that will identify your shop to potential customers as the place they can trust to maintain their state-of-the-art vehicles. You'll also receive attention-getting Point-of-Sale materials (posters, counter cards, consumer literature and more) to help you stimulate additional sales.

Bosch shop equipment

As a Bosch Auto Parts Specialist you'll also receive information on specialized displays, racks and parts cabinets that will be available to you to help you maintain these systems of the future.

BAPS promotional advantages

In addition, you'll also enjoy such advantages as product promotions through your participating Bosch suppliers; visits from Bosch pros; literature for your customers; catalogues for you. It all adds up to a competitive advantage for those shops who become Bosch Auto Parts Specialists.



Producer's CHOICE

