

Bosch's streamlined AutoCat catalogue now identifies OE recommended spark plug for each vehicle

Reflecting the modern market for the service and repair industry, Bosch has streamlined its cataloguing process and it is now even easier to find the right fit for vehicles.

Knowing the value garages place on having a clear spark plug choice, there is now a clear OE recommendation for each vehicle.

With garages benefiting from an optimised portfolio of options, less stock variations are required to be held on hand and as always they receive a product they can rely on. Bosch spark plugs fulfil the specific requirements of car manufacturers, to the highest level of reliability and using state of the art technology. The catalogue still provides diverse and broad market coverage, remaining relevant and up to date, but is now easier to navigate as garages look to restock.

The cataloguing ensures that the correct spark plug is clearly identified, and matches the original equipment spark plug. Bosch offers a standard "Bosch Spark Plug" range (Nickel-Chrome, Nickel-Yttrium in spark plug) to cover vehicles that were fitted with a nickel spark plug in OE. There is also an upgrade option, designed for older vehicles, using 'Super 4' technology. If the vehicle was fitted with precious metal spark plug while manufacturing, Bosch relies on precious metal alloys with platinum or iridium in portfolio.

Bosch engineers have been using precious metal alloys since the early 1960s, and the use of platinum not only broadens the heat range beyond that achieved with a copper core centre electrode design, but also provides improved corrosion and erosion resistance, a reliable spark and a longer performance life, lasting twice as long as standard copper plugs.

Bosch's own original equipment design, materials and processes represent the best of OE technology and this expertise is reflected in the Automotive Aftermarket offering. Bosch is able to call on its 113 years' experience in the industry, and its unique cross-

system expertise in automotive technology. Bosch spark plugs are also used in international motorsport. The experience gained from motorsport and OE applications is implemented in the development of Bosch series-production spark plugs.

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In the UK, Bosch has been present since 1898, when Robert Bosch opened the company's first office outside Germany. Every one of the Bosch Group's business sectors has a presence in the UK: Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. Bosch operates in the UK as Robert Bosch Limited and employs around 5,300 associates across 41 sites. In 2014, Bosch generated revenues in the UK of 3.7 billion euros. The Bosch Group is a leading global supplier of technology and services. It employs roughly 375,000 associates worldwide (as of December 31, 2015). The company generated sales of 70.6 billion euros in 2015. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing and sales network covers some 150 countries. The basis for the company's future growth is its innovative strength. Bosch employs 55,800 associates in research and development at 118 locations across the globe. The Bosch Group's strategic objective is to deliver innovations for a connected life. 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 company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as Workshop for Precision Mechanics and Electrical Engineering. The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH. Additional information is available online at www.bosch.co.uk, [@BoschUK](https://twitter.com/BoschUK), www.facebook.com/BoschUK