

## Bosch revamps parts and workshop websites for technicians and consumers

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Bosch has revamped its website offering, delivering two websites for parts and workshops, which improve user experience and make information easier to find. The move reflects Bosch's continual approach for parts, bytes and services for the automotive aftermarket.

Bosch Auto Parts ([www.boschautoparts.co.uk](http://www.boschautoparts.co.uk)) is aimed at both trade and consumers, recognising the desire for both workshops and the public to find out more about the comprehensive range of quality parts such as wiper blades and batteries.

The aesthetically improved site clearly outlines the features and benefits of Bosch parts, identifies Bosch's USPs for parts and gives readers the option to delve deeper into the technology behind Bosch components.

It also provides useful resources including videos to consumers on how to fit and select parts correctly, such as wiper blades.

With its focus on consumers as well as trade, there is an easy-to-find link to Bosch Consumer Service (BCS) as well as a News and Extra section, providing news and information on Bosch's popular workshop reward scheme, called extra.

Meanwhile, the modernised Workshop World site ([www.bosch-workshopworld.co.uk](http://www.bosch-workshopworld.co.uk)) has been designed as a one-stop shop for garage owners and technicians, providing all the necessary information on training, equipment, latest innovations for garages and the extra. reward scheme.

There is also a complete specification on each piece of equipment, which previously could only be viewed via print brochures.

In the News and Extras section, access to Bosch's Auto Intelligence, a digital version of Bosch's magazine provides information for the modern workshop, market developments, new technologies, vehicle innovations and component innovations.

Readers will also be able to discover the benefits of workshops joining Bosch Car Service and Bosch Diesel Concepts.

“The two new websites are a huge improvement in terms of user experience and allowing readers to find what they are looking for,” commented Mark Heard, Bosch Marketing Manager, UK and Ireland Automotive Aftermarket. “Recognising the need to separate the parts and workshop audiences, so that parts can appeal to both trade and consumer, while Workshop World focuses on garage owners and technicians is integral to our success.”

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*The Bosch Group is a leading global supplier of technology and services. It employs roughly 360,000 associates worldwide (as per April 1, 2015). The company generated sales of 49 billion euros in 2014.\* 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 subsidiary and regional companies in some 60 countries. Including its sales and service partners, Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2014, Bosch applied for some 4,600 patents worldwide. The Bosch Group's strategic objective is to create solutions 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.*

*\*The sales figure disclosed for 2014 does not include the former joint ventures BSH Bosch und Siemens Hausgeräte GmbH (now BSH Hausgeräte GmbH) and ZF Lenksysteme GmbH (now Robert Bosch Automotive Steering GmbH), which have since been taken over completely.*

Additional information can be accessed at [www.bosch.co.uk](http://www.bosch.co.uk) and [www.bosch-press.com](http://www.bosch-press.com).

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