

Bosch offers batteries points promotion in extra reward scheme for workshops

November 2015

- ▶ Workshops receive 20 extra points on battery purchases until April 2016
- ▶ Double points on Bosch spark plugs and glow plugs ongoing until 31 December
- ▶ Huge success for extra scheme since launching in May, with more than 1000 members signed up
- ▶ Quick and easy barcode-based claim process

Bosch is offering its extra reward scheme members 20 extra points on Bosch batteries until 31st March 2016, ensuring independent workshop participants will accrue points even quicker for a number of high-value rewards.

The promotion follows an ongoing offer for Bosch extra members to collect double points on Bosch spark plugs and glow plugs until 31st December 2015, which has proved incredibly popular so far.

Members wishing to earn the extra points should send off Bosch battery barcodes to the extra service centre as usual to receive the additional points.

“We’ve had great take-up for the extra reward scheme, which is the perfect opportunity for Bosch to recognise its loyal workshop customers,” said Mark Heard, Bosch Marketing Manager, UK and Ireland Automotive Aftermarket. “These points promotions are the first of many, which are intended to entice garages further with the brilliant rewards on offer.”

Since launching extra at the Mechanex trade show in Manchester in May, Bosch has seen huge success with the scheme, with more than 1000 garage owners signing up.

Workshops can buy Bosch products from any source to collect points for a number of attractive high-value rewards covering technology, home and garden, toys and games, sports and leisure, as well as jewellery and beauty.

Examples include Bosch power tools and home products such as irons and kettles, a Nikon camera, TaylorMade golf bag and Wii console.

Any workshop owner can join the scheme online via www.extra-rewards.co.uk or www.extra-rewards.ie. There is also a dedicated UK-based service centre, offering a free hotline (0800 028 3216) or email contact (info@extra-rewards.co.uk) for enquiries. Following the fast sign-up process, a clever barcode system allows garages to quickly gain points by sending barcodes from products via freepost envelopes, maximising the opportunity from every sale.

ENDS

Press Contacts:

Rachel Burgess – rburgess@torqueagencygroup.com or 020 7952 1076

Matt Sanger – msanger@torqueagencygroup.com or 020 7952 1079

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 and www.bosch-press.com.

Follow us on [Twitter/BoschUK](#) and [Facebook/BoschUK](#)