



**BOSCH**

**Automotive**

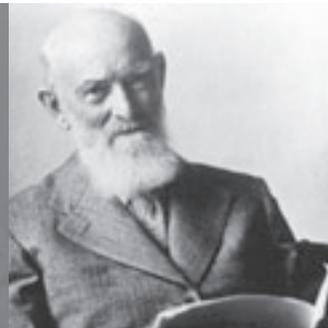
▶ Diesel Vehicle Diagnostics

**Diesel Vehicle Diagnostics**  
Program

## Bosch Story

For over 100 years, the Bosch group has been a leading global supplier of technology and services in the United States. The history of Bosch in the United States is one of innovation, growth, and success in various business areas from automotive and industrial technology to consumer goods and building technologies. Bosch's longevity can be attributed to a philosophy of creatively responding to customer product and service needs in ways that deliver added value.

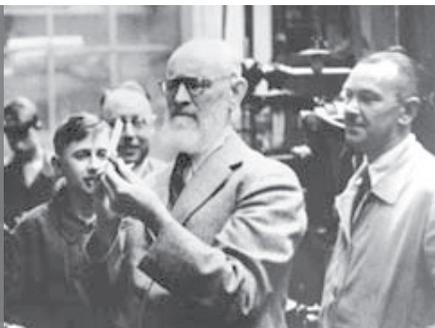
The company was established in Stuttgart in 1886 by Robert Bosch (1861-1942) as a "Workshop for Precision Mechanics and Electrical Engineering." Bosch quickly built a reputation for innovation and experienced great success with the development of its high-voltage magneto ignition system. Soon thereafter, in 1922, Bosch began developing a fuel injection system for the diesel engine. By 1927, the company finalized a design for a "unit direct injection" pump, just in time for the rapid expansion of the fledgling diesel market. By the 1930s, Bosch's design was licensed for production by companies in France, England, and Japan to satisfy growing worldwide demand.



The revolutionary Bosch unit direct injection design, pioneered in the early 20th century, is still used by major diesel engine manufacturers across the world today. Recent Bosch innovations include common rail diesel injection and diesel-hybrid systems. In both passenger cars and commercial vehicles, Bosch innovations in diesel technology continue to enable new levels of performance, safety and efficiency.

Worldwide, the Bosch Group is comprised of Robert Bosch GmbH and its some 350 subsidiary and regional companies in more than 60 countries with over 300,000 Bosch associates. In North America, the Bosch Group manufactures and markets automotive original equipment and aftermarket products, industrial drives and control technology, power tools, security and communication systems, packaging technology, thermotechnology, household appliances, solar energy, healthcare telemedicine and software solutions.

For more information on Bosch in the United States, please visit [www.bosch.us](http://www.bosch.us).



## Program Overview

The Bosch Diesel Vehicle Diagnostics Program is an exclusive network of the top independent diesel repair shops in North America. Nominated shops must pass a defined set of qualifications based on technical ability, customer service, image, and location.

As a member of the Bosch Diesel Vehicle Diagnostics Program, you will partner with an industry leading technology and systems supplier as you enter the emerging diesel vehicle service market. Bosch leverages their industry knowledge and expertise to provide program members with:

- ▶ OEM level quality parts
- ▶ State-of-the-art diagnostic and test equipment
- ▶ Hands-on technical training
- ▶ Warranty programs
- ▶ Vendor partnerships
- ▶ Strong field support

Our mutual goal is to drive additional customers to your facility, where diesel vehicles will be repaired efficiently and effectively. Bosch signage will help to identify you as a member of the Bosch Diesel Vehicle Diagnostics Program, and you will be authorized to perform warranty repairs on Bosch parts, including new vehicle parts. A comprehensive training program will increase your repair effectiveness, while maximizing customer satisfaction. Throughout your membership, you have the support of the Bosch Diesel Vehicle Diagnostics Program help desk, your district service manager, dealer council representative, as well as a community of program members across the country.

As a member of the Bosch Diesel Vehicle Diagnostics Program network, you will honorably represent the Bosch Vehicle Diagnostics brand, and by sending your personnel to Bosch training, you will maintain your technical expertise, while making your customers' experience the top priority. You will also be loyal to Bosch parts and equipment, as high quality Bosch parts are critical to maintaining and repairing your customers' vehicles.

## **Training and Support**

The scope and quality of the services offered by a Bosch Diesel Vehicle Diagnostics Center are ultimately dependent upon the knowledge and ability of the workshop technicians, who are responsible for the application of information, skill, and equipment to diagnose and resolve problems.

The contents of all training courses, available as a Bosch Diesel Vehicle Diagnostics Program member, are taught by highly qualified trainers, range from theoretical basic principles to practical application. Small class sizes allow easy interaction between the instructor and students.

### **Passenger Car Diesel Courses:**

As the foundation of the Bosch Diesel Vehicle Diagnostics Program, the ability to effectively service diesel vehicles is critical. Passenger car diesel courses provide technicians with an understanding of the Bosch VE pump, unit injectors, and common rail injection on both foreign and domestic vehicles. Other topics include diesel emissions, brand-specific training, and electronic control systems. Approximately half of the time during the course is dedicated to performing hands-on tasks on training vehicles.

### **Electrical/Electronic Courses:**

The ability to understand and tackle automotive electronics with confidence is the foundation of cost-effective systems diagnosis. Bosch offers a sequence of courses specifically designed to educate technicians of all abilities from basic principles such as Ohm's law to full digital electronics. The training courses purposely focus on the application of

electronics and learning through hands-on practical work.

Bosch Diesel Vehicle Diagnostics Centers are part of a world-class support organization. Diesel technicians who successfully complete a Bosch training course will receive a personalized quick access number to the Bosch tech line.

Online business and marketing support will be made available and may include the latest marketing programs, incentive information, training enrollment, imaging programs, exclusive vendor programs, technical information, and much more. It will be accessible only by Bosch Diesel Vehicle Diagnostics Program members.

You will also be supported by your designated Bosch Diesel Vehicle Diagnostics council member, the international Bosch Service organization, and locally by your district service manager.

**For more information or to download an application, visit [www.boschcarservice.us/diesel](http://www.boschcarservice.us/diesel)**



# Bosch Service

## Worldwide Community

Bosch Service members have unparalleled access to a worldwide community of repair centers, providing valuable information to help their businesses run more efficiently, effectively and profitably.

1,800

A **North American Network** of hundreds of the top repair facilities in the **United States, Canada** and **Mexico...**

1,900



7,500

and a **Worldwide Community**  
of over 14,000 repair centers  
across the globe.

3,800

400

**1,800** centers in **North America**  
**1,900** centers in **South America**  
**7,500** centers in **Europe**  
**400** centers in **Middle East and Africa**  
**3,800** centers in **Asia Pacific**

## **Our Commitment to You**

As a member of the Bosch Diesel Vehicle Diagnostics network, we will provide you with:

- ▶ Bosch Diesel Vehicle Diagnostics signage
- ▶ Access to Bosch technical training
- ▶ Special pricing on Bosch diagnostic tools and wheel service equipment
- ▶ Access to the internal, password-protected Bosch Service website
- ▶ Access to Bosch Diesel Vehicle Diagnostics marketing programs, imaging programs, and special incentives
- ▶ The ability to perform warranty repairs on Bosch parts and systems
- ▶ Ongoing support from the Bosch Diesel Vehicle Diagnostics network

## **Your Commitment to Bosch**

As a member of the Bosch Diesel Vehicle Diagnostics network, you will agree to:

- ▶ Honorably represent the Bosch Diesel Vehicle Diagnostics brand
- ▶ Remain loyal to Bosch parts and equipment
- ▶ Maintain high standards in your facilities
- ▶ Provide excellent customer service
- ▶ Keep your technicians trained on the latest systems and technologies, including attending at least one training class per year

**For more information or to download an application,  
visit [www.boschcarservice.us/diesel](http://www.boschcarservice.us/diesel)**



Robert Bosch LLC  
2800 South 25th Avenue  
Broadview, IL 60155  
[www.boschcarservice.us/diesel](http://www.boschcarservice.us/diesel)

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