

PEARSONS Conference

BOSCH Parts & Bytes in the Independent Aftermarket

- Drive for Service Excellence in China



Bosch Trading (Shanghai) Co., Ltd.
Mr. Zheng Dazhi, General Manager

BeQIK
Be Better Be Bosch

Automotive Aftermarket

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BOSCH

Overview

1. Aftermarket Worldwide and in China
2. Factors of Quality Repair
3. Bosch Parts & Bytes Strategy
4. Bosch Service Network in China
5. Workshop Equipment and Software
6. Quality and Success Factors



Supply Chain in the Bosch Aftermarket

Global
Distribution
Center Karlsruhe



Suppliers:

- 80 RB-Plants
- about 300 External Suppliers

Program:

- 250,000 Products

IAM
Independent Aftermarket

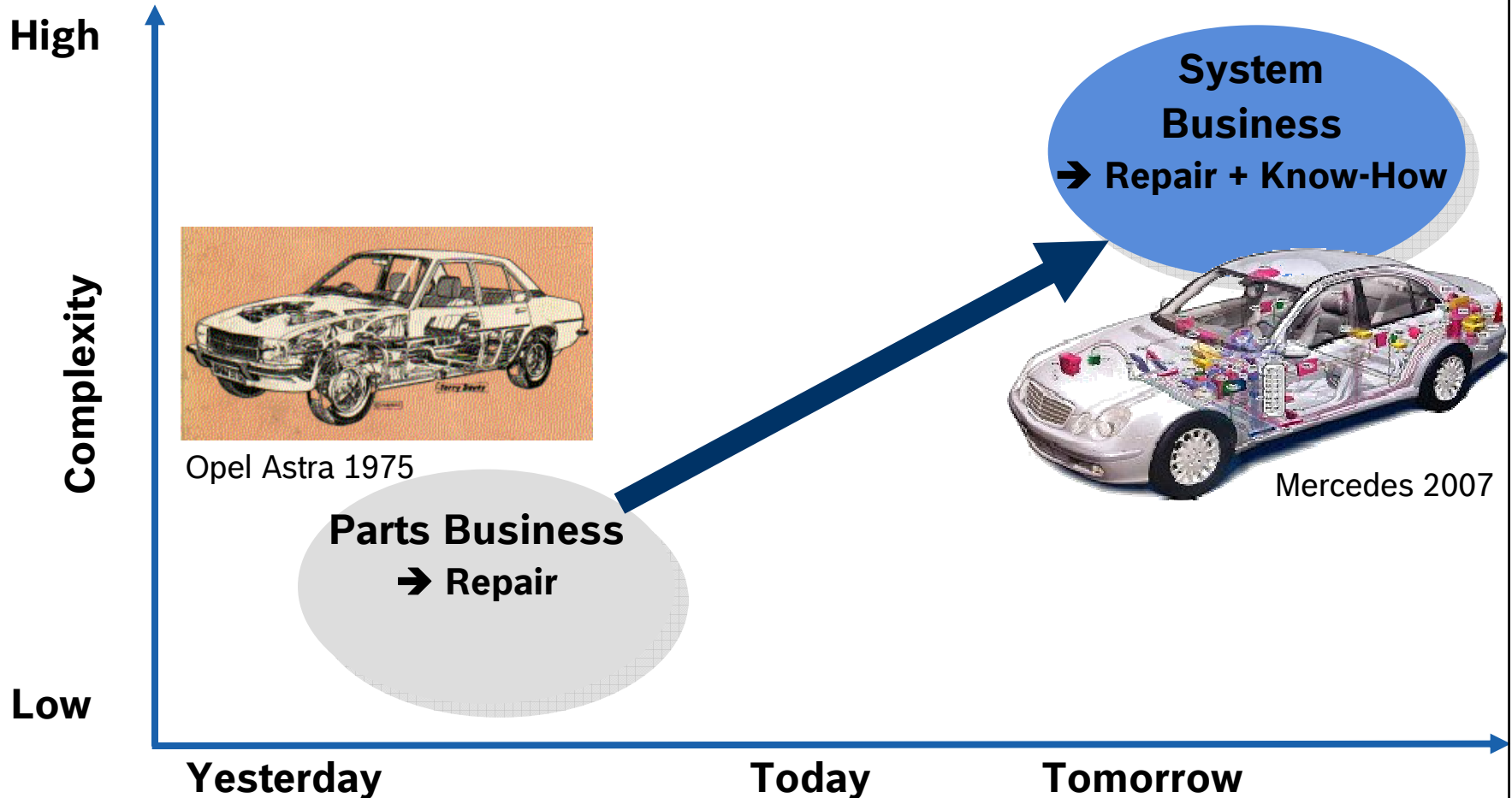
- 11,000 Wholesalers
- 1,100,000 Work-Shops
- 38,000 "Abo"-cust.

OES
Original Equipment Services

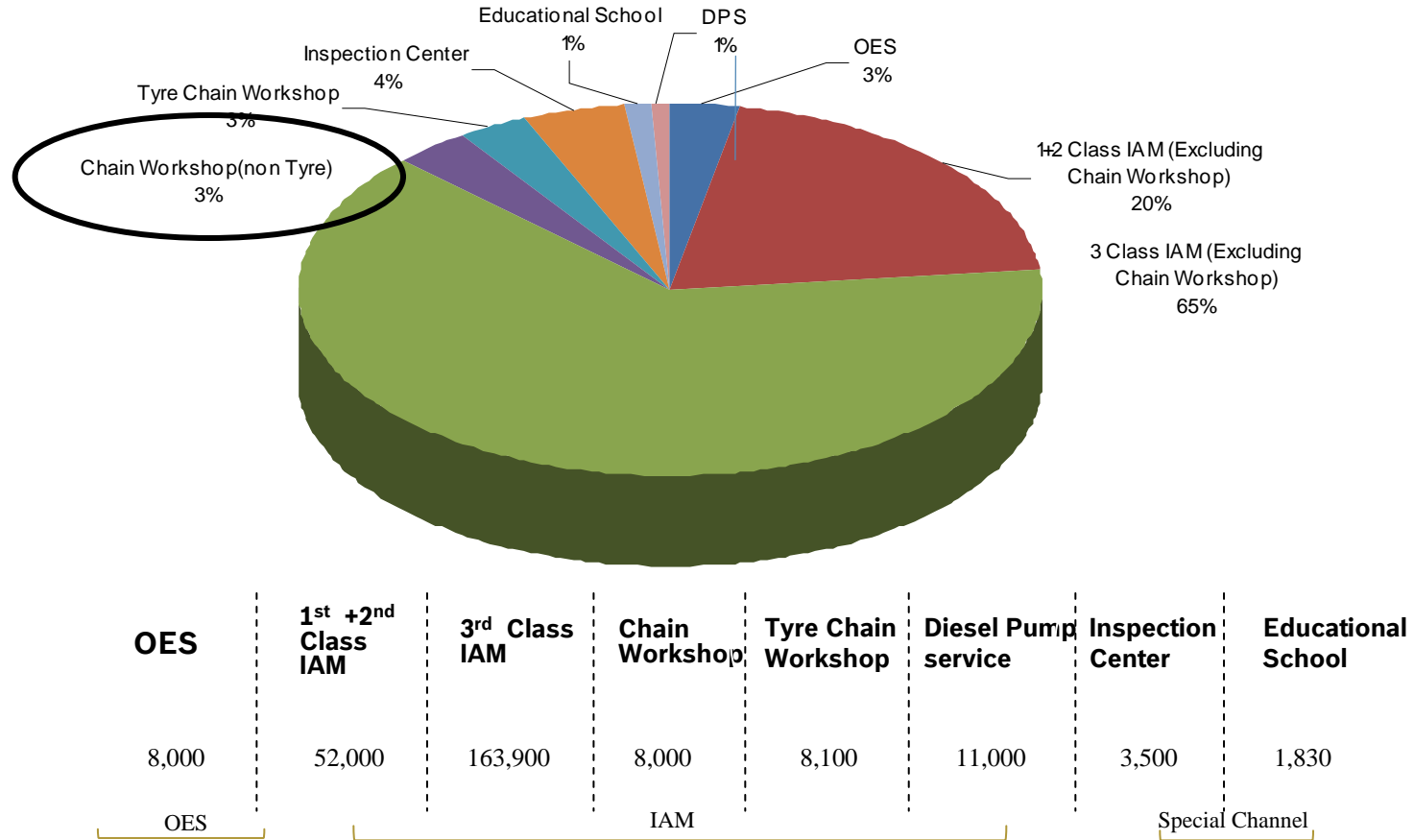
- 150 OES-Customers
- 160,000 Workshops



Change: From Parts to System Business



Workshop Market in China - Challenges

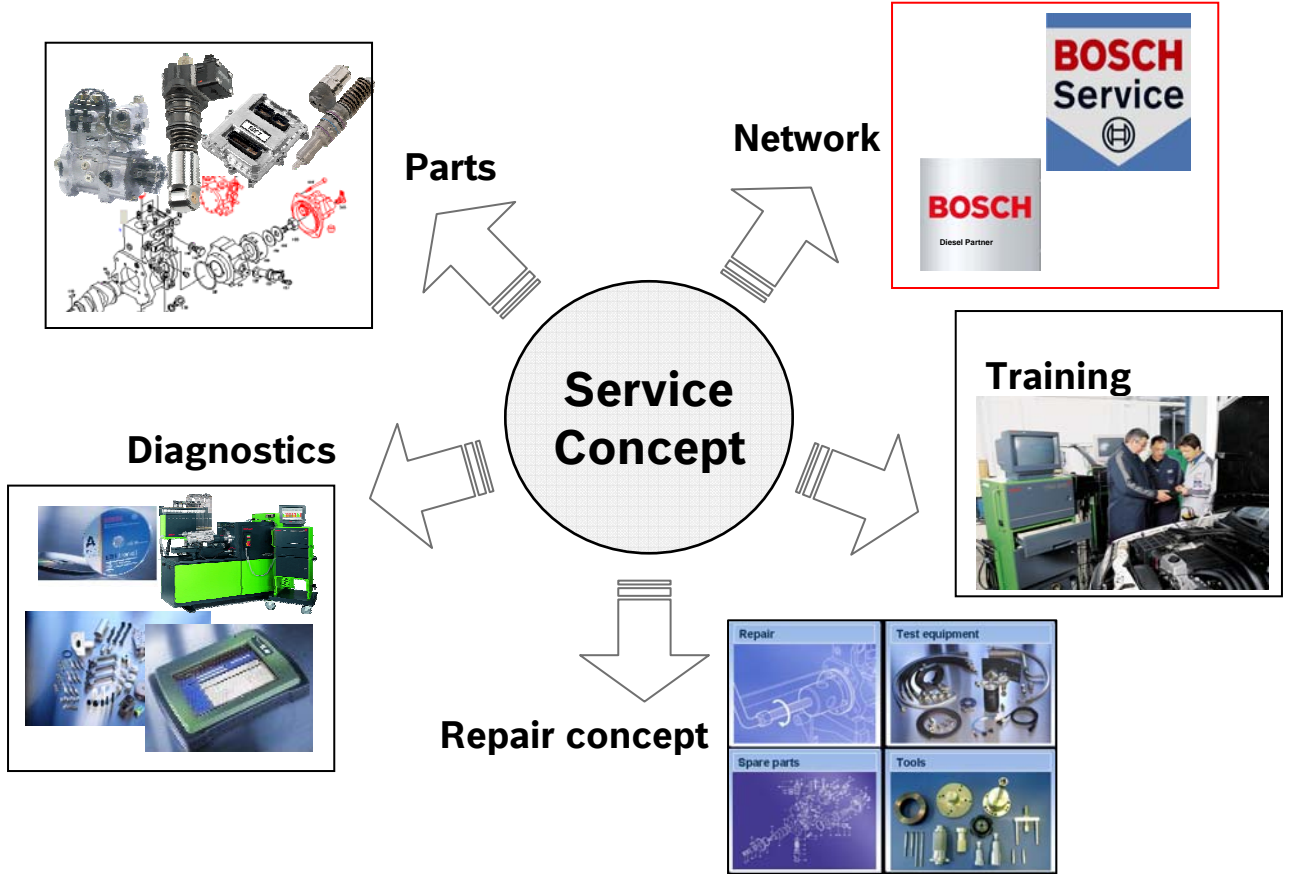


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Factors of Quality Repair



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Parts & Bytes: Everything from One Source



Diagnostics



Test Equipment & Products



Software ESI[tronic] ESI



Technical Hotline



Service Training



A System Offer of Products and Services

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Offer of Spare Parts



Braking Syst.



Filtration



Diesel Systems



Lighting



Energy Supply



Comfort Electronic



Spark Plugs



Gasoline Systems



Wiping Systems



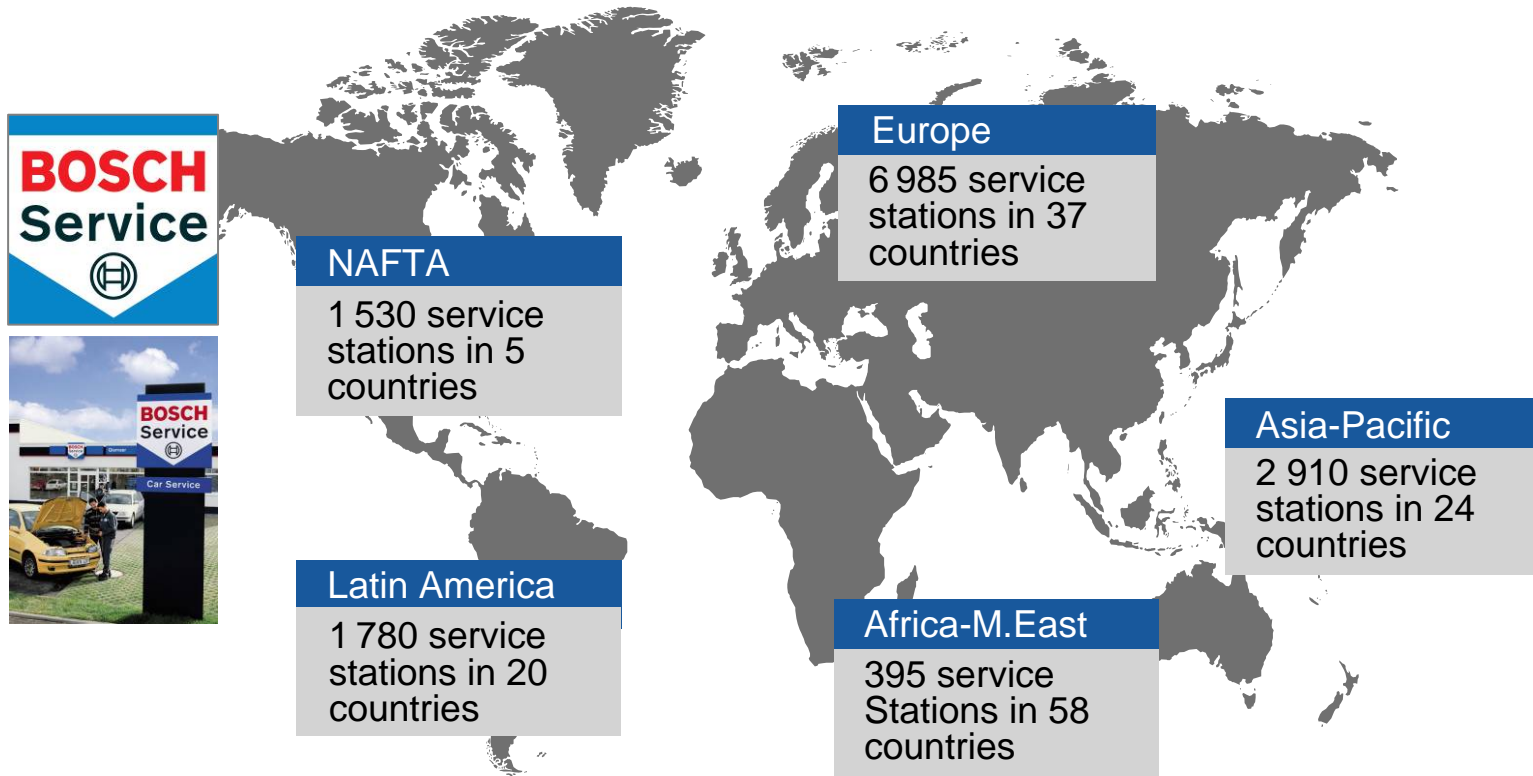
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Bosch Service Organization Worldwide 2007*

13 600 Bosch service stations in 144 countries, approx. 75 000 associates



*As per 01.01.2007

Back in History ...

1909 First Sales Office established in Shanghai

1926 First Workshop established in Shanghai



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.... to Bosch Service Concept Today



**Professional Workshop Concept
Bosch Service**

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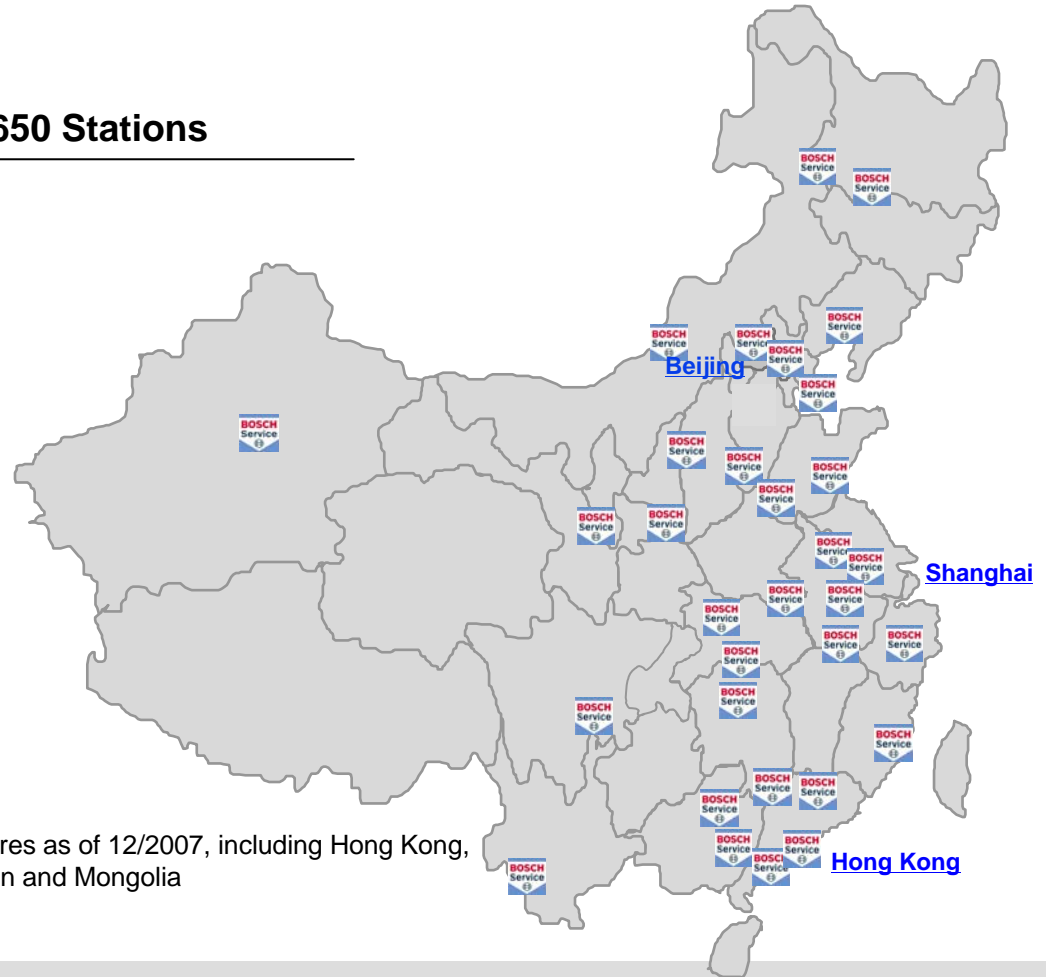
Overview Bosch Service Stations in China *

Bosch Service Network China: 650 Stations

Bosch Car Service Stations (BCS)

Bosch Diesel Service Stations (BDS)

Bosch Diesel Centers (BDC)



* Figures as of 12/2007, including Hong Kong, Taiwan and Mongolia

Bosch Service Network in China – Formats



Bosch Car Service (BCS)

A full service concept for independent workshops.
Bumper to bumper service for passenger cars and LCV's
Focus on systems diagnostics and repair
Selected BCS are authorized to carry out warranty service



Bosch Diesel Center (BDC)

This state-of-the-art equipped Diesel workshop offers a complete service range for the diagnosis & repair of both, new & conventional Diesel systems and pumps.

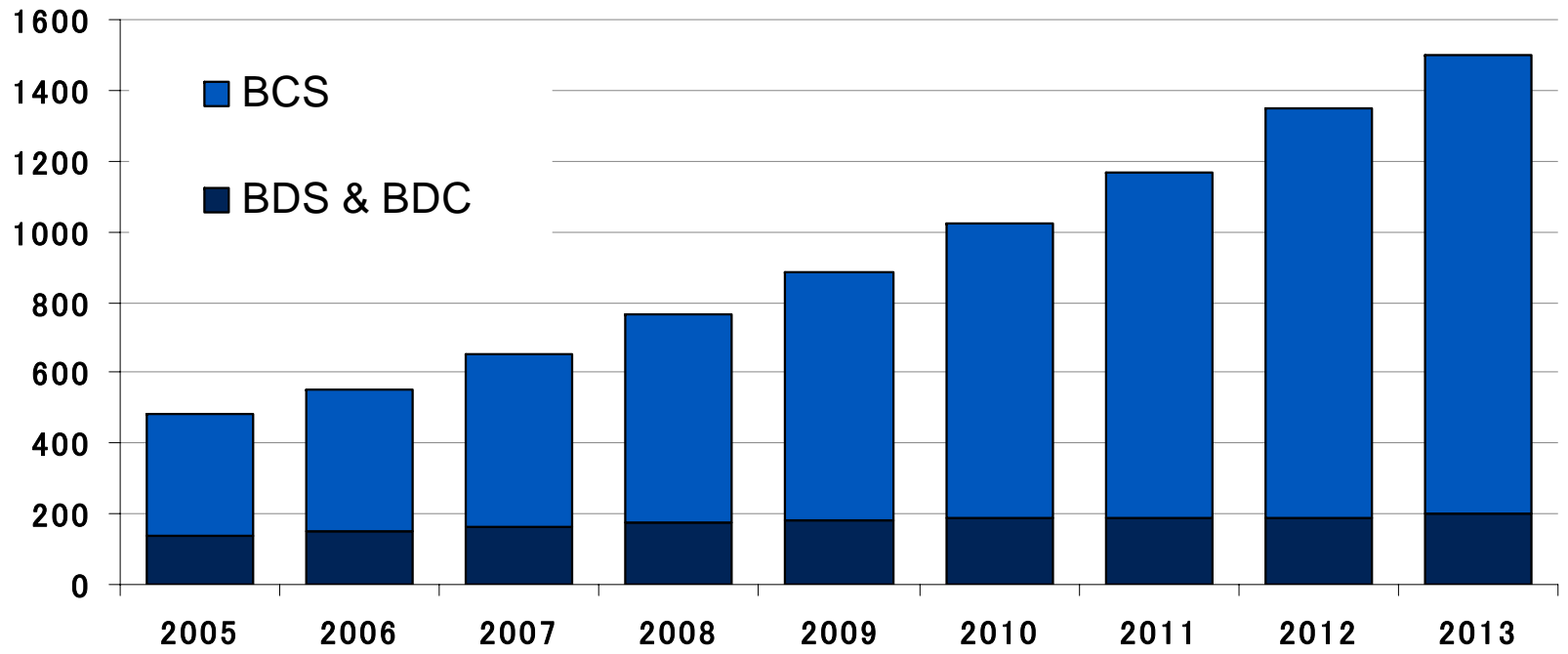


Bosch Diesel Service (BDS)

These are our authorized partners for the repair of conventional systems: some of the BDS are also capable to diagnose and replace new Diesel systems.



Bosch Service Network Development



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Hardware – Around Engine and Wheel

KTS 650 (ECU tester)



FSA 740(engine analyzer)



BEA 150(emission tester)



BAT 121 (battery tester)



FWA 510 (wheel aligner)



ACS 500 (Air conditioning service)



Software - Technical Information on ESI[tronic]

DVD 1 Workshop related – Info types (Coded)

- C – Vehicle Diagnosis
- K – Component Repair
- M – Mechanical Data
- P – Wiring Diagrams
- W – Diesel Test Specification
- ZW – Diesel Test Specification Zexel



DVD 2 Trade related – Info types

- A – Automotive Equipment
- B – Flat-rate Units
- D – Diesel Spare Parts
- E – Electrical Spare Parts
- F – Spare Parts Archive
- ZD – Diesel Spare Parts Zexel



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Improve diagnostics capability for Chinese customers

BOSCH

- Leading supplier for the Automotive Diagnostics business
- Focus on IAM workshops and Bosch Service
- Innovative and highly experienced in different technologies
- Strong know how for around engine equipment



- Famous brand and good reputation
- Focus OES and tire-service shop
- Local assembly in Beijing
- Around wheel equipment
- Strong service team



- No. 2 in the Chinese market for automotive diagnostics
- Strong sales network in China
- Domestic R&D and production network
- product portfolio of professional diagnostic tools, test systems and instruments also for middle price segment



Training Center Development

Beijing Service Training Center
In operation since 12/2006



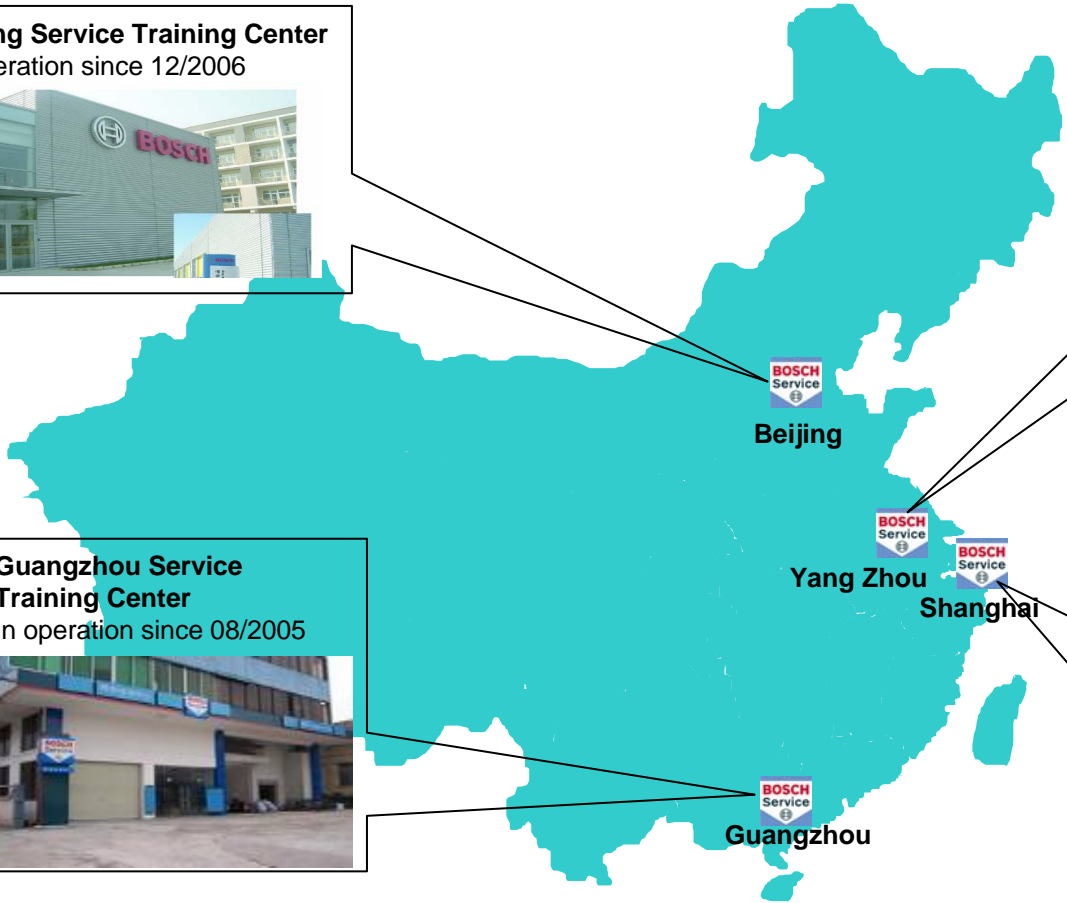
Yangzhou Diesel Training Center
since 08/1997



Guangzhou Service Training Center
In operation since 08/2005



Shanghai Service Training Center
New location in E/2009



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Beijing Service Training Center (BTC)

Location: Bosch Rexroth plant site in Beijing

Total Space: Over 2,000 square meters

Main Facilities:

Class room, Media room, Diesel pump test room
Four Workshops including diesel, gasoline
and chassis diagnostics

Test Equipment:

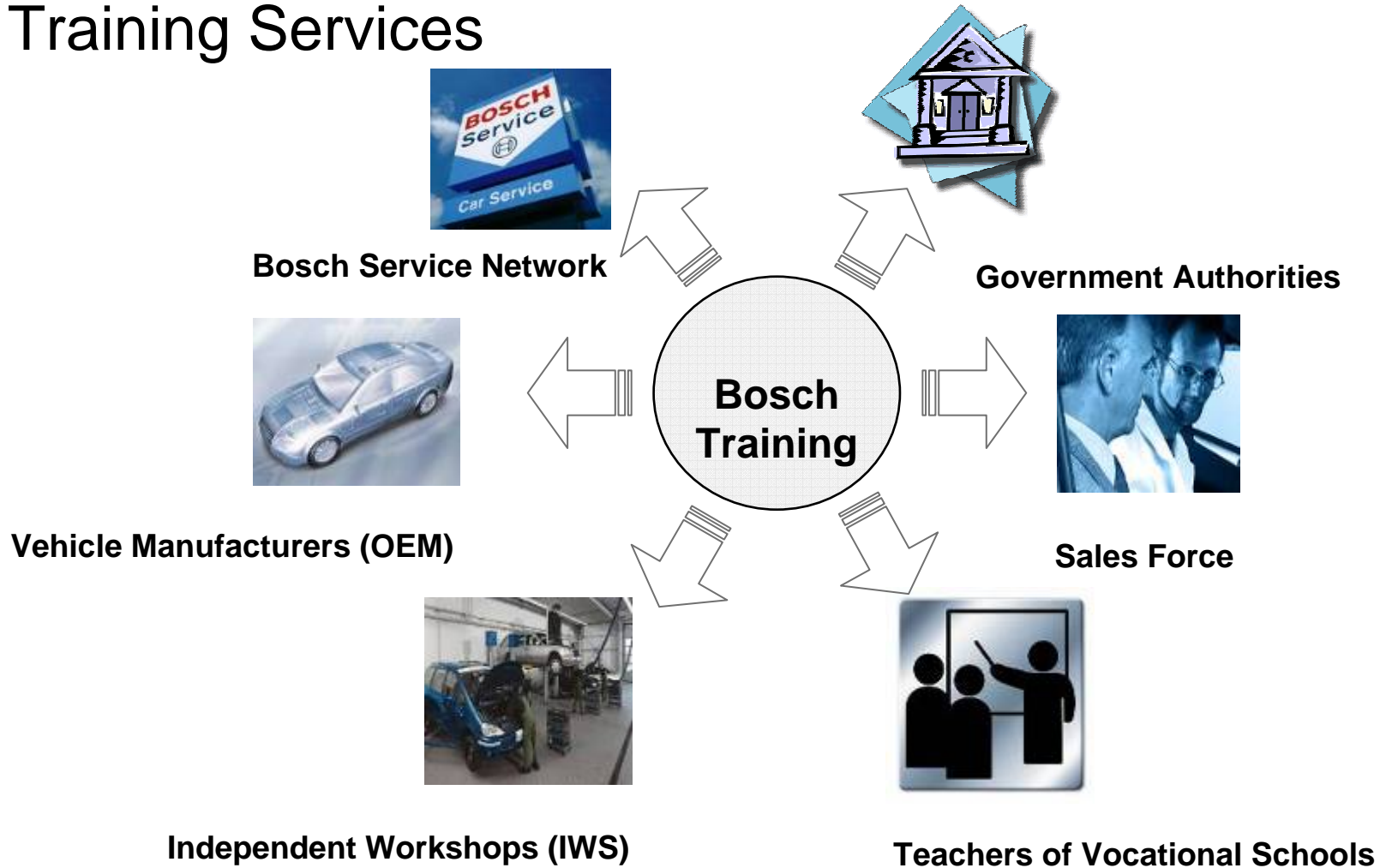
Full range gasoline and diesel diagnostics
Engine test benches for praxis test

Demo Vehicle

Passat TDI 1.9 (diesel engine)



Training Services



Bosch Service Training – Highlights

- Around 2,000 participants join Bosch training in nine different training modules per year
- Training quality control system Implementation
- Bosch Diesel Technician (BDT) Certification according to German training system
- Technical support for after-sales warranty case and software development
- Management training courses to Bosch Service partners

名称	课程代码	课程名称	学时	学分
AC汽车电子	AC1	博世汽车电子系统	3	1.000
	AC2	博世汽车电子系统	3	1.000
	AC3	博世汽车电子系统	3	1.000
发动机系统	EM1	发动机系统	3	1.000
	EM2	发动机系统	3	1.000
	EM3	发动机系统	3	1.000
底盘系统	CH1	底盘系统	3	1.000
	CH2	底盘系统	3	1.000
	CH3	底盘系统	3	1.000
电气系统	EL1	电气系统	3	1.000
	EL2	电气系统	3	1.000
	EL3	电气系统	3	1.000
维修系统	SR1	维修系统	3	1.000
	SR2	维修系统	3	1.000
	SR3	维修系统	3	1.000
诊断系统	DI1	诊断系统	3	1.000
	DI2	诊断系统	3	1.000
	DI3	诊断系统	3	1.000
管理培训	MG1	管理培训	3	1.000
	MG2	管理培训	3	1.000
	MG3	管理培训	3	1.000



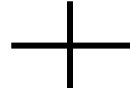
Bosch Service Hotline – Highlights

- Support for Bosch Car Service members on

Technical maintenance, Fault diagnosis, Accessories and equipment service, Warranty claims, Advice for training courses etc.
- Database set up for trouble tickets tracking
- Handled by experts with focus on gasoline and diesel technology
- Central Bosch technical hotline as back up

Vocational School Project

School
High performer in automotive technician education



Bosch
Renowned automotive electrical systems and diagnostics equipment supplier



**Bosch Automotive Diagnostics Technology
Training Partner – “Bosch Class”**

- Tailor-made training courses
- Handling of training process
- Guarantee graduates’ quality

- Development of Training Material
- “Train the Trainer” and technical support
- Diagnostics equipment (H/S) support

- Certificate from Bosch & SAE
- Graduates career development
- Latest automotive know-how Transfer
- Continuous project review and improvement

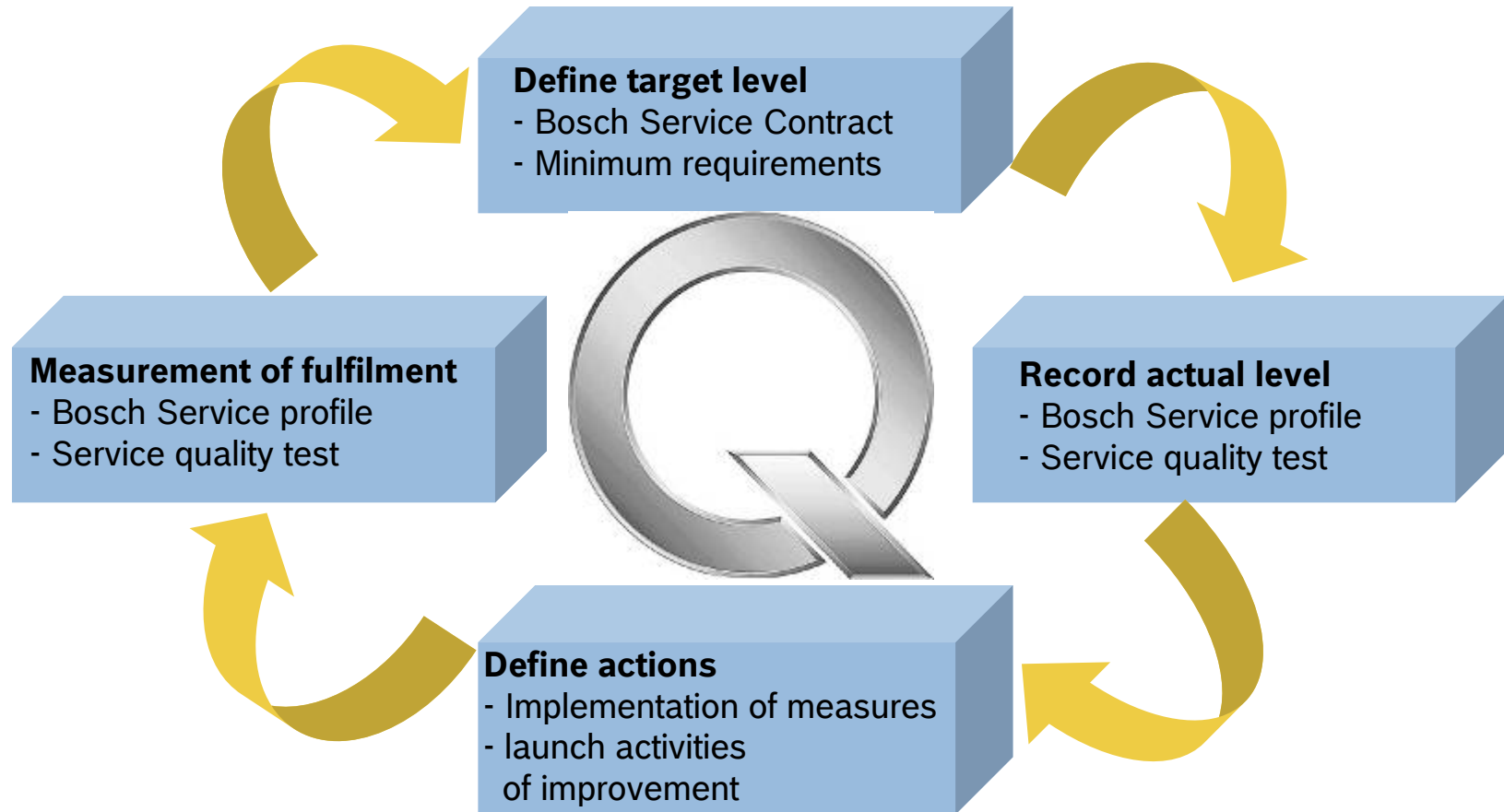
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Bosch Scholarships

Launch “Bosch Class” with cooperation from SAE China



Principle of Q-Strategy



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- Service Quality Audit (SQA)
 - Evaluation of key quality points and performance
 - Categorize Bosch Service into performance classes
 - Follow up improvement measures for each Bosch Service

- Service Quality Test (SQT)
 - Anonymous customers test provided by 3rd party
 - Evaluation of service quality by experience



Target: improve service quality

Technical competition: Technology No.1

- Participants from national wide BCS and Independent workshops
- Winners won advanced automotive technology training chance in Germany



Thank you very much for your attention!

