

# DRIVEN

Automotive Aftermarket Issue 4 | Jan - Mar 2016 |

by Bosch

## “One Wrong Part Ruins Everything”

Bosch advocates safe mobility with  
quality car parts.

“Bosch drives and shapes markets with our  
partners. We want you to be a part of that.”

– Chris Harrington



**BOSCH**

Invented for life



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### APS Editorial Team

Megan Teo  
Natalie Pang  
Nur Bamadhaj  
Zann Hong

### Special thanks to the following contributors:

Damien Gauter  
Daoprakai Tawichai  
Gong Chun  
Sathyan Mohan  
Tan Bor Yow

### Robert Bosch (SEA) Pte Ltd

11 Bishan Street 21  
Singapore 573943  
Tel: +65 6571 2808  
<http://sg.bosch-automotive.com>

## A Note from the Regional President

### Dear Customers,

Welcome to the first 2016 issue of “Driven by Bosch” – featuring Bosch’s latest offerings of Automotive Solutions in the Asia Pacific Southeast region.

Bosch Automotive Aftermarket (AA) launched the “Start with Bosch” campaign to further enhance our visibility towards vehicle drivers. The campaign will cover car tips on our microsites and videos to be shared through social media efforts. You can expect to hear more about Bosch AA this year and in the years to come.

One of the key highlights includes how Bosch brings German and Japanese engineering to keep Asian vehicles moving too. In short, we cover all key Japanese segments across Asia Pacific Southeast and have increased our product coverage by 17% since 2012.

Besides this, Bosch automotive solutions now go into off-highway vehicles as well. As a well-known key supplier in mining markets like Indonesia, Brazil and Myanmar, we bring advanced and customized off-highway solutions to our customers.

In a nutshell, with the clarity in our strategy of the importance to “Start With Bosch”, our supportive customer loyalty program and expanding portfolio to serve the broad segments from Asian to off-highway vehicles, you can be assured that Bosch continues to be your best partner in the future to come!

Mr. Chris Harrington  
**Regional President for Asia Pacific South-East  
Bosch Automotive Aftermarket**



# Business Highlights



March 2015

Kwangju, South Korea

## **BOSCH AUTOMOTIVE AFTERMARKET DEALER CONFERENCE 2015**

The Bosch Automotive Aftermarket Dealer Conference held in Kwangju recognized the best turnover dealers in Korea in 2015. The team also took the opportunity to share strategies and insights of the automotive industry with the dealers.



August 2015

Melbourne, Australia

## **BOSCH AUTOMOTIVE AFTERMARKET REPCO AWARD**

The Bosch Automotive Aftermarket is honored to be awarded the "Best Business Innovation - Trade" by Repco, who awards selected suppliers annually for their efforts and longstanding partnership.

Bosch Automotive Aftermarket won this award through continued growth of its Spark Plugs within Repco Australia across a number of campaigns, including the Bosch Spark Plug 'Vintage Trade Pack', 'Retail Draw' promotions as well as cross-selling activities with other divisions; Bosch Power & Garden Tools and Bosch Home Appliances.

This award reinforces that Bosch is a leading parts supplier within the Australasian.



October 2015

Bangkok, Thailand

## **PLATINUM SPARK PLUG LAUNCH 2015**

Local retailers and workshop owners were introduced to the latest spark plug technology during a launch event in Bangkok. A car display fitted with Bosch Platinum Spark Plug showcased our fit for European and Japanese cars.

Bosch associates were also present to share product information and answer any queries.



November 2015

Jerudong, Brunei

## **BOSCH AUTOMOTIVE AFTERMARKET CONFERENCE 2015**

Camden Autoservice Sdn Bhd, an authorised distributor of Bosch automotive parts, together with Bosch Automotive Aftermarket, held a conference attended by local suppliers, distributors and dealers in Jerudong, Brunei.

The event saw local dealers being awarded for outstanding sales performance for 2015.

Bosch also showcased the latest automotive aftermarket product information, offerings and promotions for partners.



November 2015

Tokyo, Japan

## **SMART CAR-LIFE EXPERIENCE WORKSHOP @ CAFÉ 1886 AT BOSCH**

The Japan Team held a 'Smart Car-Life Workshop' to share with guests how convenient and hassle-free it is to maintain a car by themselves with Bosch spare parts.

A famous racing team director did an explanation on diagnosis, and maintenance, and provided a demonstration on exchange methods of Bosch Wiper Blades, Battery and Cabin Filter to the guests.

The guests were surprised at the possibility of self-maintenance on their own cars and commented that it had been a good learning experience!



November 2015 | Hanoi, Vietnam

December 2015 | HCMC, Vietnam

## **CAR CARE DAY**

Bosch provides free car checks to car drivers in Hanoi and Ho Chi Minh City on Car Care Day, organised by many sponsors and partners for the Vietnam Auto Community.

Mechanics also gave car tips and offered on-site replacement for some car parts of Bosch. In addition, they shared that "With Bosch, you get safety comfort and convenience!"



December 2015

Jakarta, Indonesia

## **BOSCH EXPANDS PORTFOLIO IN ASIA PACIFIC SOUTHEAST WITH OFF-HIGHWAY PRODUCTS**

Bosch introduced two new products at the Mining Indonesia 2015 exhibition - Premium Off-Highway (OHV) Batteries and the Parallel Start OHV Starter Motors.

The Premium OHV Batteries have been developed to suit harsh environmental conditions in mining industries. The Parallel Start OHV Starter Motors have been designed for Komatsu dump trucks, which require exceptionally high cranking power needs. These products have received positive feedback from participants at the exhibition.

The Bosch OHV product range includes alternators, diesel injection pumps & systems, lighting, spark plugs and wiper blades.



# “One Wrong Part Ruins Everything” #GetitRight #StartWithBosch

“Bosch drives and shapes markets with our partners. We want you to be a part of that.”  
– Chris Harrington



Bosch Automotive Aftermarket (AA) benefits from its international business and its continuous expansion in Asia. Recently, they launched their latest market campaign in Indonesia, unveiling their latest wipers specially made for the region. We hear from Mr. Chris Harrington, Regional President of Automotive Aftermarket for Asia Pacific Southeast, on his perspective towards both the new Bosch Advantage Wiper and marketing campaign.



**Bosch Automotive Aftermarket (AA) has been in the market for quite some years. And typically, you keep a low profile towards the media. This is the first time Bosch Automotive Aftermarket (AA) launched a media event. Why is Bosch drifting away from its norm?**

The market in Asia Pacific Southeast has evolved remarkably in the last five years – consumers gain access to mobility but the concept of safe mobility remains low in ASEAN. In mature markets like Japan, we face challenges when Bosch is seen only for European (vehicle) makes. Like Asia, Bosch AA sees the change and the business potential that is coming to the region. More brands are flooding in and Bosch AA needs to help our customers gain traction. It has always been part of our regional plan to share with our media friends about our

core business and what Bosch AA can offer. This campaign is a first for us, which aims to promote safe mobility. Eventually, we hope to establish that Bosch brings German and Japanese engineering for vehicles in Asia too. With the close partnerships with customers in the region, we are confident that we can bring Bosch products closer to vehicle drivers to make a difference in the market.

**The campaign is titled “One Wrong Part Ruins Everything”, what would be the takeaways for your customers?**

Vehicle drivers often underestimate how the smallest parts within a vehicle can make a difference. A wiper not working properly can affect the visibility of the driver which can lead to extreme circumstances. That said, providing quality spare parts alone would not be enough to help consumers drive safely. We advocate safe mobility with quality products from Bosch AA.

Safety is important to Bosch, especially if it involves our user’s mobility. Bosch also realizes that many vehicle owners are unaware of how the smallest parts inside their vehicle can affect their overall safety. We hope that by launching the “One Wrong Part Ruins Everything” campaign, vehicle owners will be more aware of what goes on under the hood of their cars, trucks, motorcycles or buses.

Consumers have a choice about which parts get fitted in their cars to reach their destinations, and to keep their loved ones safe. Products under Bosch AA are not only designed to deliver optimal performance but also to move the vehicles more efficiently. Therefore, in order to #GetitRight, we encourage everyone to #StartWithBosch.





### **Bosch Automotive Aftermarket (AA) has a huge range of car parts, in order to #GetitRight, why we should #StartWithBosch Wipers instead of others?**

Let me share with you a surprising fact. Did you know that wiper blade is one of the most vital safety devices of a car? Well, most of the time it is only when they do not work well, drivers realize how critical good visibility is for safe driving. Being a forward looking global technology provider, my team strives to provide vehicle drivers with reliable products that keeps vehicles moving safely and efficiently.

It is a terrifying fact that from the Global Road Status Report, around 1.25 million people die each year in road traffic accidents; one of the contributing factors is vehicle drivers do not meet the proper safety standards and lack knowledge regarding automotive components. Committed to improving the life of our consumers, Bosch hopes to increase the safety of car drivers by providing undisputed wiping performance for enhanced road visibility.

### **And how is this Bosch Advantage Wiper seen as unique?**

This is specially engineered for countries in Asia. The new Bosch Advantage Wiper is built to last longer with tropicalized rubber formula that is resistant to cracks and damages from long term

ozone and sunlight exposure. It is interesting to share that even after 200,000 wipe cycles, the new Bosch Advantage Wiper still performs almost as good as it was first installed compared to other wipers undergoing the same test. Equipped with a highly compatible adaptor, the latest Bosch Advantage wiper fits 95% of vehicles in ASEAN. At the event in Indonesia, first-time users take an average of 10 seconds to fit and install the wipers onto the wiper arms. Like I said earlier, Bosch delivers German and Japanese engineering to keep vehicles in Asia moving!

### **So what can we expect next from Bosch Automotive Aftermarket (AA)?**

We had a good kick-off in Indonesia where we excited the media on the #GetitRight #StartWithBosch" campaign. Now, we will continue to share what other products Bosch AA has to keep vehicle drivers safe and efficient on the roads. Follow our microsite <https://startwithbosch.com/> and local Facebook pages to know more. We aim to share regular car tips, engage vehicle drivers and more importantly – What drives you, drives us.

### **Watch our social video here!**

<https://www.youtube.com/watch?v=Ht9CZ1u2j6M>



EN | #StartWithBosch - Bosch Wipers



# Off-Highway Product Portfolio

Bosch Automotive Aftermarket Off-Highway solutions provide a broad range of reliable products for off-road applications.

## Alternators

### Benefits

- Increased battery life for maximum power
- Extended reliability over longer service life
- Approximately 30% higher output at idle compared to original equipment



## Diesel Injection Pumps and Systems

### Benefits

- Strong original equipment presence (Cummins, Komatsu, Volvo, Yanmar)
- Low fuel consumption/high mileage
- Low CO<sub>2</sub>, NO<sub>x</sub> and particle emission



## Industrial Spark Plugs

### Benefits

- Larger center electrode increases longevity, cross grooves increase gap erosion but reduce ignition voltage
- Projected precious metal improves access to air fuel mixture reducing quenching and improving ignitability
- Smaller width of ground electrode reduces quenching and eases ability to gap



## Lighting

### Benefits

- Comprehensive range for all requirements
- Reliable and durable deal to robust, high-quality designs
- Flexible solutions for installation of flood lamps, spot lamps, auxiliary lamps and rotating beacons



## Batteries



## Starter Motors



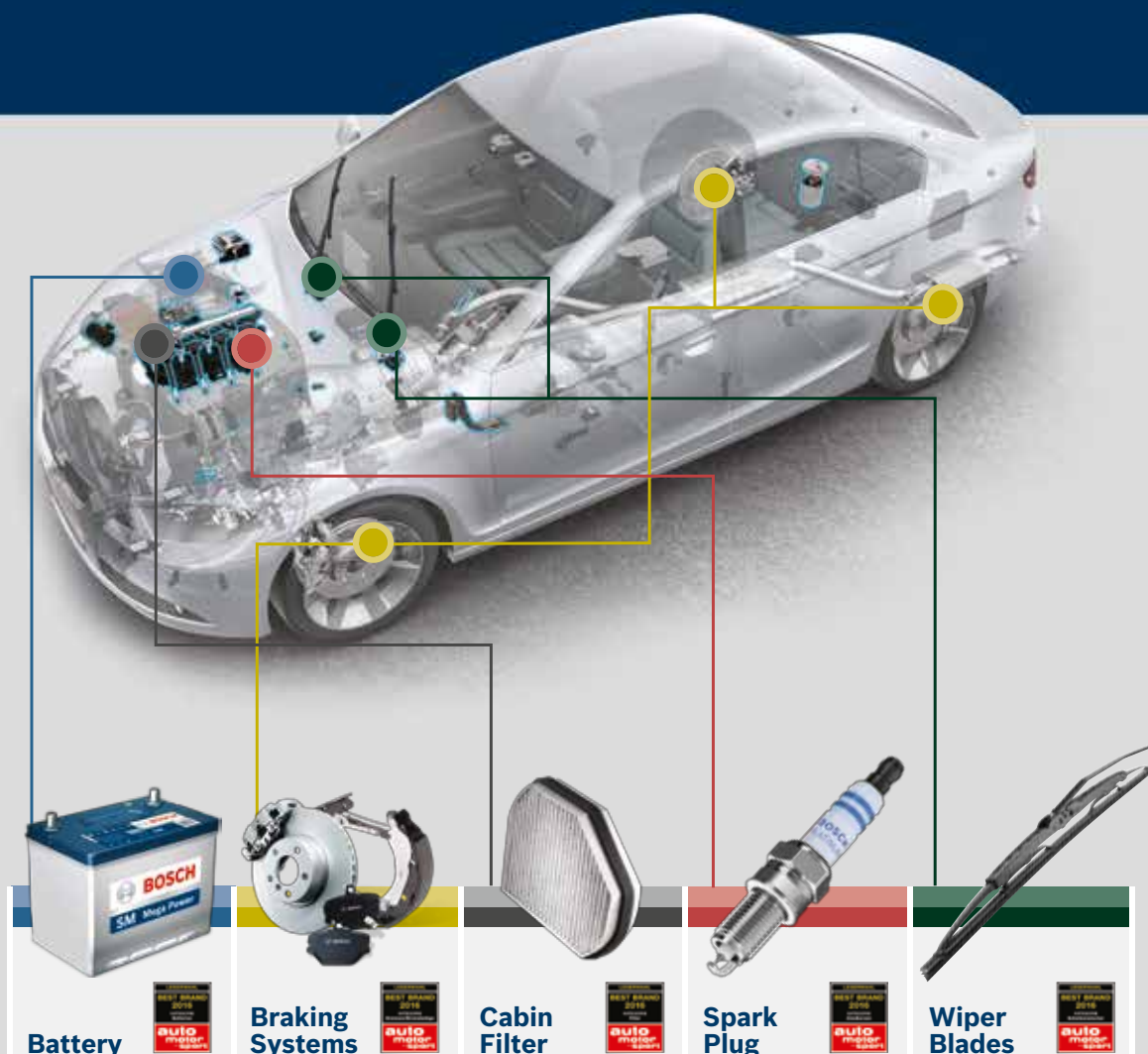
## Wiper Blades







# Get It Right. Start With Bosch.

Do you know that you can ensure a safe car driving experience by knowing when to check your car parts for replacement? Here are our recommendations on when to replace your car parts.



## When To Replace Your Car Parts?

Signs of replacement 	Difficulties in starting engine	Loss of stopping power	Misty windows and allergic reactions such as sneezing	Difficulties in starting engine	Excessive noise, streaking and chattering
When to check? 	During regular car servicing	During tyre change or regular car servicing	Every 15,000km or once a year	Every 30,000 - 60,000km (Based on Bosch Platinum Spark Plug)	Every six months

Disclaimer:

The above information is meant to supplement, and not replace the manufacturers' recommendations for your vehicle.



## For Bosch, every battery is a technological milestone.

In 1922, Bosch made its mark in battery production. From manufacturing batteries for passenger vehicles to off-highway applications, Bosch continuously revolutionizes its line of products for the automotive industry across the globe.



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