



Building a powerful business for the future

Introducing AutoCrew



BOSCH
Invented for life



» AutoCrew has enhanced our image and given us a competitive edge with the support from Euro Car Parts and the technical backing from Bosch.

Len Temple
Mercury Cars (Ashford) Ltd, Middlesex, United kingdom

Understanding **AutoCrew**

The workshop business has changed a great deal over the last decade. Cars are getting more complex. New technologies are increasing training needs. Customers are getting more demanding. The challenge of winning and keeping new business is tougher than ever before.

Meeting the challenge

The big question about the future profitability of professional workshops is this: How do you offer a wider service to more customers, reduce costs and improve efficiency – while still continuing to do top-quality work?

▶ **AutoCrew from Bosch is the answer.**

The benefits of AutoCrew

AutoCrew is a Bosch automotive workshop brand. In the UK, Euro Car Parts (ECP) is the exclusive distributor of the AutoCrew programme.

1. A strong partnership founded on:

- ▶ the support of a dynamic and growing network
- ▶ extensive experience
- ▶ the Bosch brand

2. A powerful business model based on:

- ▶ your entrepreneurial attitude and technical expertise
- ▶ customer orientation and local advertising and promotion

- ▶ top-quality service and parts
- ▶ efficient workshop organisation

3. AutoCrew provides you with:

- ▶ a comprehensive business package directly from Bosch and Euro Car Parts

4. AutoCrew helps you to:

- ▶ attract and win potential customers
- ▶ strengthen the trust of your existing customers, increasing their loyalty
- ▶ offer the best price/performance ratio
- ▶ upsell to quality services and parts
- ▶ optimise your profitability

▶ **Become a member of the AutoCrew network and invest in the future of your business!**



From OEM-quality spares to tooling and diagnostics: AutoCrew offers you a full package.

AutoCrew benefits at a glance:

- ✓ **Increased turnover** as a result of being able to service any make or model of vehicle
- ✓ **Enhanced image** through powerful AutoCrew brand and link with Bosch Quality
- ✓ **Professional marketing tools** to help you win new business
- ✓ **Improved customer retention** leading to long-term profitability
- ✓ **Strong partnership** with Bosch and Euro Car Parts
- ✓ **Increased profits** due to enhanced quality and efficiency
- ✓ **Professional technical support** and individual coaching by Bosch and Euro Car Parts

AutoCrew in detail: what we offer you

The integrated AutoCrew brand elements

The AutoCrew brand elements have been professionally developed and are ready for you to install in your workshop. From the eye-catching AutoCrew exterior signage to our smart and functional workwear, business stationery, merchandise and POS.

Advertising and promotional support

In addition to a full range of traditional print media, AutoCrew offers you extensive new media support. We will provide you with a page on our national

Strong branding helps win and retain customers: AutoCrew's smart signage and professional workshop clothing.

AutoCrew actively helps you to attract and retain new business, from professional marketing activities right through to comprehensive technical and training support. We provide you with customised ads and direct mail templates to create local campaigns with high impact.

website and will also create an individual website for your workshop using the AutoCrew corporate design.

We can also offer a package of new media tools for online marketing. We have an extensive range of templates for you to create your own local campaigns, including customised ads, billboards, direct mail and more.

Technical support, coaching and knowledge sharing

As a leading provider of complete automotive system technology with more than 125 years of history, Bosch has set global standards. This is why we have the expertise and know-how to support all

your technical needs. This includes providing manufacturer-specific technical support as well as a dedicated technical hotline.

The more you know about the changing needs of the market and the new products and services available, the more effectively you will be able to sell them. We actively help you develop your business by offering a comprehensive training programme. The direct link with both Bosch and Euro Car Parts guarantees you extensive coaching and knowledge sharing, from an in-depth discussion of your own business to meetings with other AutoCrew colleagues. As a Bosch partner, you will have access to the latest technology and information on market and customer requirements.



Important factors are Bosch quality parts, diagnostic training, workshop and diagnostic equipment, right through to technical information and marketing support.

Cliff Poulter

Blue Peter Garage, Basingstoke, United Kingdom

Business management support: the AutoCrew quality management scheme

We believe that consistent quality and customer orientation will be key to your success. That is why we have developed a special quality management scheme, exclusively for AutoCrew partners. The scheme includes:

1. **S**ervice **Q**uality **A**ssessments (audits) to ensure compliance with quality standards and **S**ervice **Q**uality **T**ests, (mystery shopping), to check the quality of services, customer orientation and staff expertise
2. Enhancing quality with a comprehensive programme, including a pc-based online training tool, for you and your staff to improve customer orientation and increase efficiency in the workshop core process
3. Communicating the benefits of a quality approach to your customers via dedicated promotion and advertising.

Our services for you

A powerful brand

- ✓ Use of the AutoCrew brand for your signage and communications
- ✓ Professional exterior signage and branded workshop clothing
- ✓ Smart range of stationery and business cards

Marketing and new media

- ✓ National website + option to have your own AutoCrew website
- ✓ Online marketing templates and tools to create bespoke local marketing materials
- ✓ Full range of professional printed communications + extensive new media marketing tools

Technical support

- ✓ Expertise to support all your technical needs
- ✓ Expert training for your technicians, via the Bosch Diagnostic Technician Training Programme
- ✓ Technical hotline for all technical queries
- ✓ Individual coaching and knowledge-sharing as part of a strong network

Business management support

- ✓ Quality management programme with audits, mystery shopping and online training



Professional marketing materials and a user-friendly website help new customers find you.



Who can become **an AutoCrew workshop?**

This is a quality concept for service-minded professional workshops. No matter the size of your operation, we provide practical and customer-oriented solutions with this innovative concept. So if you think the same way we do about quality, long-term financial strength and providing your customers with the best price-performance ratio, then AutoCrew is for you.

The basics

Your everyday challenge is to personally vouch for the quality of your business. With AutoCrew, you and your team remain the focus of attention. You are part of a strong organisation but retain the independent identity of your business. Plus, with Bosch, you have the most experienced partner to help build your business on the values of quality and trust.

Sharing a vision

Becoming an AutoCrew workshop means sharing our desire to create a successful and sustainable future. That is why we expect you to be committed to the AutoCrew quality standards and requirements, as well as strongly identifying with our brand and the wider network.

Representing our brand

The power of the AutoCrew brand will be crucial for you to win new business and increase your profitability. Because of this, we expect you to represent the brand properly at all levels: that means displaying the approved signage, using AutoCrew stationery and service documents, clothing, vehicle livery and so on.

What's more, your partnership with Bosch means that there is a commitment to use Bosch quality parts and work with Bosch workshop equipment. This helps you to meet your customers' expectations of Bosch quality, right from first contact to the parts you fit in their vehicles.



Joining AutoCrew means that my garage is associated with a quality brand. My technicians are trained by Bosch and the AutoCrew quality management scheme helps me to meet the increasing expectations of my customers. When it comes to promoting my garage, I receive support from AutoCrew with local advertising, direct mailing and local events.

Rew Reed

Rew Auto Services Ltd, Chichester, United Kingdom

Your commitment

Joining the AutoCrew network means committing to quality standards that are derived from the expectations and requirements of your own customers. To become an AutoCrew partner there is an application process which you will need to complete. In the course of that process, we will assess your workshop against the following criteria:

- ▶ Premises: including adequate customer parking and customer areas
- ▶ Staff: at least one qualified mechanic
- ▶ Workshop: quality of tooling and diagnostic equipment
- ▶ Service: the range of services you offer your customers

You can ask for the full checklist from a representative at Bosch or Euro Car Parts. Once the application process is complete, you'll receive the AutoCrew Agreement. After signing the Agreement, you will become a full member of the AutoCrew network.

AutoCrew partner **Commitments**

What we expect from you

- ✓ At least one qualified mechanic
- ✓ Attend at least three Bosch technical training days per year
- ✓ Commitment to the AutoCrew quality standards and requirements
- ✓ Identification with the AutoCrew brand and active support of the AutoCrew image
- ✓ Payment of annual subscription fee
- ✓ Loyalty to the Bosch and Euro Car Parts product range
- ✓ Industry accreditation to a recognised approved code (e.g. Motor codes)

Workshop equipment and facilities

- ✓ Professional, well-presented reception area
- ✓ Full range of mechanical and electric hand tooling and diagnostic equipment
- ✓ Bosch diagnostic equipment and ESITronic software
- ✓ At least one lift or pit

Service offering

- ✓ Full range of services for all makes
- ✓ Ability to undertake all your own mechanical and electrical work
- ✓ Carry out vehicle diagnostics and fault finding
- ✓ Free to subcontract other specialist work

Building for the future

We believe that we have designed exactly the sort of all-in-one quality service concept that will help you keep pace with tomorrow's customer demands – providing you with huge growth potential. So if you want to win new customers, increase your profits and enjoy a strong and sustainable business for many years to come, let's do it together!

Benefits from the AutoCrew programme:

- ▶ Ability to service any make or model, leading to increased turnover and profits
- ▶ Enhanced image and improved customer retention due to link with Bosch Quality and technical support
- ▶ OEM-quality Bosch parts, spares and state-of-the-art diagnostic equipment
- ▶ Strong partnership with Bosch and Euro Car Parts, exclusive distributor of the AutoCrew programme in the UK

To find out more about your future as an AutoCrew workshop – with all the benefits of being part of a truly global brand – please contact:

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www.autocrew.co.uk

Our services to you:

- ▶ Comprehensive professional technical support
- ▶ Contemporary and attractive corporate design
- ▶ Professional print and online marketing tools designed to help you attract and win new business
- ▶ Ability to create personalised local campaigns
- ▶ Business management support & coaching
- ▶ Toolbox to detect untapped potential and enhance service quality and efficiency.

What we expect from you:

- ▶ Commitment to the AutoCrew quality standards and requirements
- ▶ Identification with the AutoCrew brand and the wider network
- ▶ Commitment to use Bosch parts and diagnostic equipment
- ▶ Commitment to professional work practices
- ▶ A strong desire for long-term success



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