

Invented for life

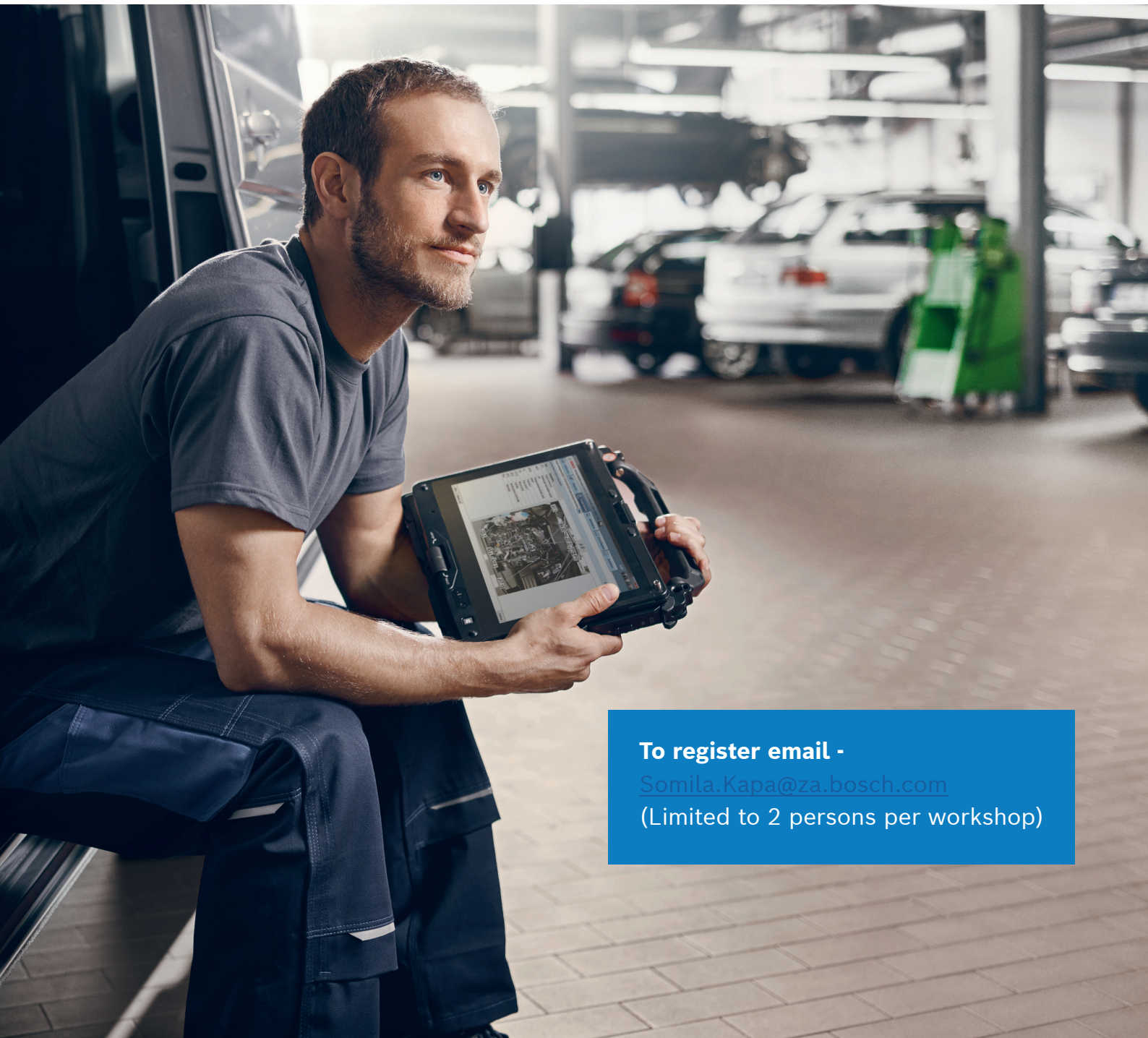


BOSCH

Bosch Open Day

You are cordially invited to attend the Bosch Open Day, a unique event where you can dive into the world of automotive innovation and explore the cutting-edge technologies developed by Bosch. Join us for an exciting and informative day filled with interactive presentations by industry experts and networking with fellow professionals.

19 March 2024, Robert Bosch Midrand Office, 96 15th Randjespark, Midrand.



To register email -

Somila.Kapa@za.bosch.com

(Limited to 2 persons per workshop)

At the **Bosch Open Day**, you'll gain insights into the latest developments in Bosch Spare parts and equipment, learn how to enhance the skills of your mechanics and service advisors, discover strategies to attract more customers to your workshop, and uncover the secrets to maximizing your workshop's profitability.



Here's a glimpse of what our agenda includes:

- Overview of Bosch Spare Parts Product Line: Get an in-depth look at our comprehensive range of spare parts.
- Updates and Latest News about Bosch Diagnostic Equipment and ESI[tronic] Software: Stay informed about the most recent advancements in diagnostics and software solutions.
- eXtra Loyalty Program for Spare Parts Sales: Learn how to boost your profits through our loyalty program.
- Bosch Training Center as a Staff Training Tool: Find out how our training center can empower your team with essential knowledge and skills.
- Marketing Instruments for Attracting More Workshop Customers: Explore effective marketing strategies to drive more customers to your workshop.

- Workshop Management Software for Increased Profit: Discover how efficient workshop management software can significantly grow your profits.
- Empowering Your Workshop Business with National Partners like Bosch: Understand the benefits of collaborating with national partners.
- Networking with Leaders of the South African Automotive Industry: Enjoy a relaxed networking session with prominent figures from the automotive industry in South Africa.

As an added highlight, you'll have the opportunity to visit some of Bosch Car Service workshops, where you can meet the owners and hear about their experiences firsthand. Don't miss out on this chance to elevate your workshop business to new heights with Bosch.

We look forward to welcoming you on the 19th of March 2024 at Robert Bosch Midrand Office, 96 15th Randjespark, Midrand. See you there!

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