DIESEL VEHICLE SERVICE FOR BOSCH

Clean diesel vehicles of all shapes and sizes are taking the market by storm and have become one of the fastest growing sectors in the automotive market. According to Mark Polke, director of Service Workshops Concept andTechnical Support Services, Robert Bosch LLC, "Near-zero emissions, enhanced performance and better fuel economy of a diesel engine are driving the growing acceptance and popularity of diesel vehicles among consumers." There number of consumers considering purchasing a diesel-fueled vehicle has grown from 12 percent to 30 percent in the lastfew years, and there are over 53 new vehicle models that will feature a diesel engine option by 2017. All these new diesel cars on the roads will lead to cleaner air and fewer emissions, but they will also need repairs. And although the physical bodies of these new diesel cars look the same as their gasoline counterparts, they contain technology that is markedly different and requires a service center with knowledge and expertise specific to diesel.

Bosch is poised to become the leader in diesel engine servicing in the next few years because not only are they already looking ahead and preparing to service the next generation of diesel cars, they have been the experts in this field for over 75 years. Bosch has been at the forefront of diesel technology since 1922 when company founder Robert Bosch issued the development contract for the first commercial diesel injection pump. Bosch also debuted the first ever passenger diesel car, a Mercedes-Benz 260D, at the 1936 Berlin Automobile Exhibition. Since then, Bosch has led the industry in developing technology that can be used to create cleaner, more efficient diesel engines, and they are one of the world's top suppliers for diesel engine systems, components, and replacement parts.

Polke notes that, "Based on our extensive knowledge and experience with diesel vehicle technology… it is the perfect time for us to offer a diesel servicing program." They are currently developing an independent repair network of shops that are fully equipped and properly trained to diagnose and repair all commercial diesel vehicles. This new Diesel Vehicle Diagnostics (DVD) program will help consumers find independently run repair shops that offer the highest level of diesel servicing available, much as Bosch already does with the Bosch Car Service (BCS) program.

Shops that wish to offer the DVD program must currently have technical expertise regarding diesel vehicle servicing, technicians that are certified in diesel service and are participating in continuing education to stay current with the latest technology, have amazing customer service skills, a clean and professional facility, and a commitment to use only Bosch parts and equipment for repairs. In return these shops will gain the years of knowledge and expertise of the Bosch technicians, field support and technical training, partner programs that help with day-to-day business needs, and the highest quality parts, tools, and equipment on the market. This will allow these DVD shops to provide the best possible service to the growing diesel vehicle market, and will poise them for growth and expansion over the next few years.

"With over 11.5 million light commercial vehicles and passenger cars needing service by 2020, the prospect for profitability for diesel vehicle service and repair shops is bright," Polke said. "Shops that want to remain successful in business well into the next decade will explore the options and invest in new profit centers. Such shops will be the ones at the forefront of the industry."

For more information on Bosch diesel products, ***"http://www.boschautoparts.com/DieselParts/Pages/DieselParts.aspx"***