

## **Bosch Auto Service Expands Franchising Opportunities, Access to Automotive Service in the Southeast**

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- Bosch Auto Service is expanding its franchise program to meet growing demand for high-quality repair shops in Georgia, Florida, North Carolina, South Carolina and Tennessee
- The Bosch Auto Service franchise program grants business owners the opportunity to expand their portfolio in the automotive sector
- Bosch Auto Service gives independent workshops the opportunity and access to Bosch-backed trainings, marketing, resources, tools, equipment and more

**Oakbrook Terrace, Ill.** – Bosch Automotive Workshop Services LLC (Bosch Auto Service) has announced its expansion into the American Southeast, bringing high-quality and efficient automotive service opportunities to Georgia, Florida, North Carolina, South Carolina and Tennessee, with plans to expand into additional states in the future.

Bosch Auto Service Franchisees have access to scalable growth opportunities through the efficient Bosch service model that allows business owners to expand their portfolio in the automotive sector.

As a Bosch Auto Service Franchise, workshops will have access to:

- **Custom business solutions** including dedicated consultants who specialize in fixed operations and workshop financial planning
- **Technical training** through Bosch certified experts focused on the latest in vehicle service
- **Industry-leading resources** including customer acquisition and retention programs, analytics, state-of-the-art diagnostics, OEM-approved parts and more
- **Strategic partnerships** to increase visibility, value, efficiency and business growth
- **Brand Recognition** with over 100 years of Bosch experience and innovation in the automotive sector

"The Bosch Auto Service franchise program is supported by extensive Bosch expertise and innovation, elevating automotive service standards through top-tier maintenance and repair," said Uli Jaschek, CEO of the Bosch Auto Service franchise. "We're pleased to bring our program to the Southeast to meet the growing demand for quality automotive service with care centered around precision and reliability."

To learn more about Bosch Auto Service franchise opportunities, visit [franchise.boschautoservice.com](https://franchise.boschautoservice.com).

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## **About Bosch Mobility Aftermarket**

*The Mobility Aftermarket division (MA) provides the aftermarket and repair shops worldwide with modern diagnostic and repair shop equipment and a wide range of spare parts – from new and exchange parts to repair solutions – for passenger cars and commercial vehicles. Its product portfolio includes products made as Bosch original equipment, products developed in-house and specifically manufactured for the aftermarket, as well as services. About 16,000 associates, as well as a global logistics network, ensure that spare parts reach customers quickly and on time. MA supplies testing and repair-shop technology, diagnostic software, service training, and information services. In addition, the division is responsible for the “Bosch Service” repair-shop franchise, one of the world’s largest independent chains of repair-shops, with some 13,000 workshops, and more than 1,000 “AutoCrew” partners in over 100 countries. In addition, with Bosch Classic, MA supports owners of classic cars with a wide range of spare parts and services.*

Additional information can be accessed at [www.boschaftermarket.com](http://www.boschaftermarket.com)

## **About Bosch**

*The Bosch Group is a leading global supplier of technology and services. It employs roughly 417,900 associates worldwide (as of December 31, 2024). According to preliminary figures, the company generated sales of 90.5 billion euros in 2024. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch’s broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is “Invented for life,” Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 470 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch’s global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch’s innovative strength is key to the company’s further development. At 136 locations across the globe, Bosch employs some 86,900 associates in research and development, of which nearly 48,000 are software engineers.*

Additional information is available online at [www.bosch.com](http://www.bosch.com), [www.iot.bosch.com](http://www.iot.bosch.com), [www.bosch-press.com](http://www.bosch-press.com).