

Nov. 6, 2024

Bosch Module Program Presents Inaugural Shop of the Year Award to Washington-based Shop at AAPEX 2024

- The Shop of the Year Award is part of the Bosch Module Program, a brand loyalty and support program designed for independent repair shop owners in North America.
- Maximilian Motorsports is the 2024 recipient, awarded for its commitment to the future and growth of the automotive industry.
- Award criteria includes materials showcasing the shop's commitment to industry innovation, sustainability initiatives, community engagement and more.

Oakbrook Terrace, Ill. – Bosch, a leading global supplier of technology, has presented Maximilian Motorsports, a Chehalis, Washington-based independent repair shop, with the inaugural Bosch Module Shop of the Year award for its commitment to the future and growth of the automotive repair industry. The recognition is part of the [Bosch Module Program](#), a brand loyalty and support program designed for independent repair shop owners.

“We’re proud to celebrate Maximilian Motorsports and its owner, Maximilian Macdonald, for their dedication to advancing the automotive repair industry through exemplary work in the community to make automotive repair more accessible for future vehicles,” said Todd Hertzler, vice president of independent aftermarket sales at Bosch Mobility Aftermarket. “With the Bosch Module Program, shop owners like Maximilian gain access to a suite of resources and benefits designed to enhance business operations and service expertise.”

Maximilian Motorsports was honored with the 'Shop of the Year' award in recognition of its outstanding fulfillment of the following submission criteria:

Investment in the Future of Automotive: Maximilian Motorsports expanded its training initiatives to include a focus on new automotive technologies, including EVs, hybrids and safety. To further these efforts, the shop invested in training tools and equipment, including a Tesla Model S specifically for technicians to do hands-on training rather than learning on customer vehicles. The shop has also incorporated diagnostic tools like the Bosch ADS 625 to precisely diagnose and repair modern vehicles.

The shop has actively participated in industry and regional studies, including working with universities on EV battery technology research.

Community Engagement and Support: Maximilian Motorsports is deeply involved in its community and supports residents through various volunteer work, charity events, and educational support. For instance, the shop donated two vehicles to a local high school to encourage hands-on training for students. Additionally, the shop’s annual charity car show raises thousands of dollars each year to local charities each year, including a local autism coalition and holiday toy drives.

Sustainability Efforts: Maximilian Motorsports has dedicated resources to launching a comprehensive recycling program to ensure automotive fluids, metal, plastic and paper products are properly disposed. The shop also contributed to eco-friendly materials research to help the industry progress in its sustainability efforts. The shop has even earned a certification from the EPA for their eco-friendly practices.

Press release



BOSCH

Invented for life

"We pour our hearts into everything we do to ensure our shop can continue to serve our customers and community at the highest possible level. Whether it be investing in new tools, equipment and training, or taking part in industry research, we are ready and willing to do everything we can to prepare ourselves and the industry for the future of automotive repair," said Maximilian MacDonald, founder and owner of Maximilian Motorsports. "Bosch tools and technologies have been instrumental to our shop achieving such remarkable success. Their business support has empowered us to maintain our high standards and deliver outstanding results, day after day."

Honorable mentions for the Shop of the Year award include Bob Pratt of [Auto Service Inc.](#), Frank Scandura of [Frank's European Service](#), Thomas Schearer of [Schearer's Sales & Service](#) and Tonya Benson of [Cornerstone Auto Service](#).

To learn more about the Bosch Module Program, visit <https://www.boschautoparts.com/module-program>

Editorial Contact: Jacob Czopek
Company: Airfoil Group
Phone: (586) 342-0551
Email: boschaa@airfoilgroup.com

About Bosch

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 15,000 workshops, and more than 1,000 "AutoCrew" partners. 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

Images

- Shop Images
- Images from After Hours Event