

Press release

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Bosch has been ranked by Best Brand in 5 categories

- For the eighteenth time already, the readers of the German car magazine „auto motor und sport“ voted the best brands in the categories automotive accessories, suppliers and services at the renowned „Best Cars“ readers award
- Bosch has been ranked the best in five categories in 2024

For the eighteenth time already, the readers of the German car magazine „auto motor und sport“ voted the best brands in the categories automotive accessories, suppliers and services at the renowned „Best Cars“ readers award. In the past two decades Best Brand became one of the most prestige brand award among automotive accessories, spare parts, and automotive service providers. This year the readers voted for the winners in a total of 26 categories. The Bosch brand has been at the forefront for many years, and now Bosch won first place in „Best Brand 2024“ in the categories of filters, starter batteries, workshop chains, tools and spark plugs.

Bosch Mobility Aftermarket Diagnostics and Service Solution division provides a wide range of diagnostic and workshop equipment in OE and in IAM both passenger cars and also commercial vehicles worldwide. Bosch Service is one of Hungary's best-known independent workshop networks, currently with 110 car repair shops across the country.

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Basic information:

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, as well as aftermarket products and services developed and manufactured in-house. 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

The Bosch Group is a leading global supplier of technology and services. It employs roughly 429,000 associates worldwide (as of December 31, 2023). The company generated sales of 91.6 billion euros in 2023. 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 90,000 associates in research and development, of which nearly 48,000 are software engineers.

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