

# Quality Matters

Innovative technology for maximum customer satisfaction!

**Low-quality fuel pumps do not guarantee safety for drivers. That's why workshops and dealers choose high-quality Bosch Fuel Pumps for:**

- ▶ Precise performance
- ▶ Fault-free operation
- ▶ Long service life



The Automotive Aftermarket division provides the aftermarket and repair shops worldwide with a complete range of 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.



*Ask us about our Point-of-Sale materials.*



**The following hazards may occur if inferior quality pumps/delivery modules are used:**

- ▶ Damage to exhaust gas treatment system (Catalyst) as a result of inadequate fuel delivery
- ▶ Poor operation and short service life due to inappropriate design
- ▶ Increase in fuel consumption and noise level
- ▶ Reduction in engine power and performance issues due to inadequate fuel-delivery rate



**BOSCH**

Invented for life

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# Premium Fuel Pumps



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## Technological Leadership

Bosch supplied the industry's first fuel injection system with a high pressure electric fuel pump in 1967. Since then, Bosch has continued to be at the forefront of fuel system technology, and is recognized throughout the industry for innovation and superior product quality. Today Bosch brings its fuel system expertise to the aftermarket with a premium fuel pump program for Domestic, Asian and European vehicles, including:



Electric fuel pump modules & assemblies



Electric fuel pump kits



Fuel pump inlet filters

## Bosch Premium OE Fuel Pump Program

As one of the last remaining Premium Fuel Pump Programs in the market, Bosch is top of mind with both technicians and DIY consumers because they trust our OE quality pumps – backed by a limited lifetime warranty – to keep their vehicles moving.

Replacing a fuel pump today can cost 5X what it did when the technology was first introduced in 1967 – and labor hours are 4X as long due to the increased repair complexity. Fuel Pumps are both safety and emissions relevant – so, compromising on quality and performance to save a few dollars usually ends up costing much more in the long run. Our customers know this and that's why they depend on Bosch Fuel Pumps as the most reliable option when it's time for replacement.

## Enhanced Design & Performance

Bosch Turbine Fuel Pumps offer many advantages when compared to older roller-cell and inner-gear pump designs, including near silent operation and elimination of fuel pulsation for improved drivability. Plus, the operating principle of our turbine pump allows the pumping elements to experience significantly less mechanical wear, to deliver a longer service life.



## Safe & Easy Installation

Replacing a fuel pump can be a complex job, but Bosch Fuel Pumps are designed as plug-and-play exact fit replacements – so customers can install them with complete confidence.



## Bosch Brand Equity

The Bosch brand is recognized by both technicians and consumers in the aftermarket for premium quality and innovation across product lines. Leverage that reputation and grow your fuel pump business with a complete package that's backed by highly skilled OE engineers and more than 50 years' experience in fuel-delivery technology. Bosch quality on the inside – coupled with domestic and import coverage, high-impact packaging, competitive pricing and total marketing support – clearly distinguishes the Bosch Premium Fuel Pump program.



## How durable are Bosch Fuel Pumps?

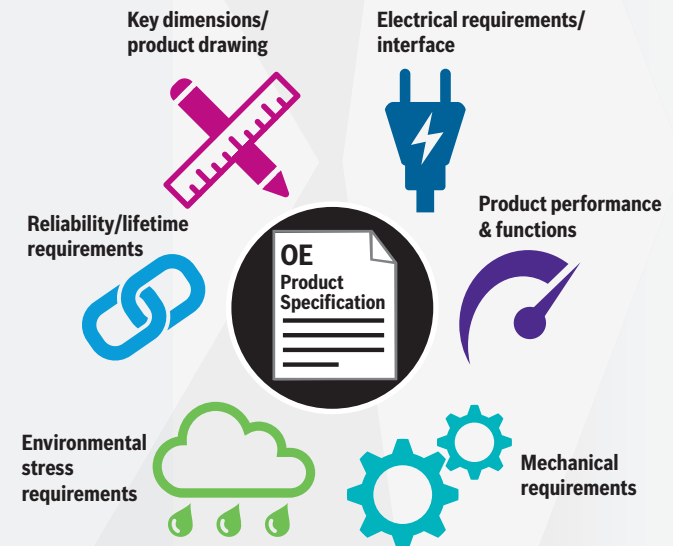
You could drive around the earth **6 times** without requiring a replacement.



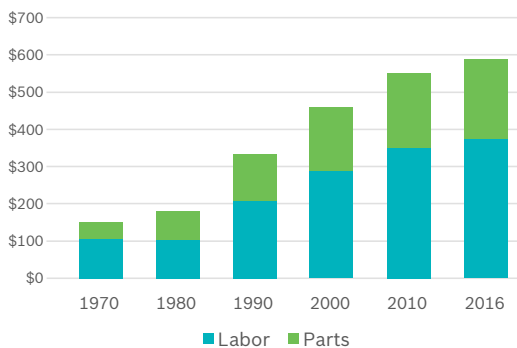
x6 times

## Why Bosch Premium Fuel Pumps?

**OE Product Specification** is the key difference that distinguishes Bosch Premium Fuel Pumps. Our team of OE engineers help ensure that we deliver the highest quality, performance and durability in our aftermarket fuel pump program. We call this "The OE Difference."



Fuel Pump Labor + Part Development\*



\*Based on part and market labor estimations

Get the job done right the first time – every time – with Bosch Premium Fuel Pumps.