

# Tips & Technology

For Bosch business partners

Current topics for successful workshops No. 08/2014

Special Topic



**BOSCH**

Invented for life

## Wiper blades – Bosch Aerotwin Plus with "Power Protection Plus"

Wiper blades are available in many varieties and available almost everywhere. Almost all motorists are able to change the wiper blade on their own; there are also apps that help. How can you, however, convince your customers to purchase a Bosch Aerotwin Plus and earn some money yourself at the same time? We want to show you how in the following.

### The adapter system



The Aerotwin Plus adapter system combines 15 wiper lengths and 4 adapters. Each wiper blade fits on 10 different wiper arms (6 more than on the previous Multi-Clip). As a result, each wiper blade has more interfaces and in turn fits on more vehicles. Over 100 OE sets can be replaced with only 15 Aerotwin Plus Singles. In addition, new vehicle models can be included quickly and easily.

For the auto workshop, this means lower inventory costs, faster sales and higher profitability.

### Power Protection Plus (PPP)

Power Protection Plus is an innovative wiper rubber technology that has been patented.



This technology offers several benefits:

Perfect wiping action



Power Protection Plus ensures optimal wiping action over the entire service life of the wiper – without streaks or deposits on the windshield.

Longer service life:



Power Protection Plus makes the wiping lip extremely robust and resistant, thereby increasing its service life. Even extreme heat or cold has little effect on the material.

Quiet wiping:



Power Protection Plus reduces the coefficient of friction of the material to a minimum. For your customers, this means hardly any noise while wiping, no chattering, no stuttering – on wet or on even almost dry windshields.

**The benefits for your customers**

The arguments you can use to convince your customers:

Fast and easy mounting thanks to clear installation instructions:

- Installation instructions provided inside the package
- QR code on the package with link to appropriate installation video

Fast and easy wiper change using the 1-2-3 principle:

1. Select the appropriate adapter from the 4 specific ones
2. Clip onto base of wiper blade
3. Install wiper blade – finished!

The product:

- PPP – Power Protection Plus, the innovative wiper rubber technology
- Perfect wiping action, longer service life and quiet wiping thanks to PPP
- Flat adapter design, matched to wiper arm and windshield of the vehicle

In addition, the packaging clearly sets the products apart from conventional wiper blades:




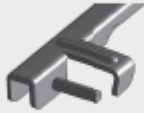












- Dynamic and appealing image of the wiper
- Presentation of major product features and benefits
- Information on the most important vehicle applications with direct identification of installation instructions and adapter
- Link (QR code) to installation video
- Easily understood installation instructions inside the package
- Easily understood Bosch star system for windshield wipers with standardized categories such as installation, service life, wiping capacity, high-speed performance and noise generation as a decision aid for your customers



**The product line**

mm	Wiper blade length	Aerotwin KSN	Nº	Aerotwin SNR	Wiper blade adapter
340		AP 13 U		3 397 006 827	2, 3, 4
380		AP 15 U		3 397 006 828	2, 3, 4
400		AP 16 U		3 397 006 829	1, 2, 3, 4
425		AP 17 U		3 397 006 830	1, 2, 3, 4
450		AP 18 U		3 397 006 831	1, 2, 3, 4
475		AP 19 U		3 397 006 832	1, 2, 3, 4
500		AP 20 U		3 397 006 833	1, 2, 3, 4
530		AP 21 U		3 397 006 834	1, 2, 3, 4
550		AP 22 U		3 397 006 835	1, 2, 3, 4
575		AP 23 U		3 397 006 836	1, 2, 3, 4
600		AP 24 U		3 397 006 837	1, 2, 3, 4
650		AP 26 U		3 397 006 838	1, 2, 3, 4
700		AP 28 U		3 397 006 839	1, 2, 3, 4
750		AP 30 U		3 397 006 840	1, 2, 3, 4
800		AP 32 U		3 397 006 841	1, 2, 3, 4

QSN = quick search number, SNR = serial number

Adapter	Suitable for wiper arms		
<p>1</p> 			
<p>2</p> 	<p>19 mm</p> 		
<p>3</p> 			
<p>4</p> 	<p>16 mm</p> 		

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