

Press Release

A virtual journey of discovery, product innovations, and a very special anniversary

A look back at the Automechanika – Schaeffler a hit with discoverers

LANGEN/FRANKFURT, GERMANY, 20 September 2016. **Schaeffler is reporting very positive results from Automechanika 2016. The Automotive Aftermarket business division of the Schaeffler Group exhibited at the world’s largest, leading trade fair for automotive spare parts under the motto “discover more.” On nearly 1,200 m² of stand space, the company gave insights – some of them in virtual reality – into its products for passenger cars, commercial vehicles, and tractors, presented the repair solutions that go with them and demonstrated its comprehensive service package for garages. And not only that, Schaeffler used this year’s Automechanika to celebrate its 40th anniversary in the Automotive Aftermarket with customers, partners, and employees.**

A major attraction at the stand proved to be the journey through Schaeffler’s highlight products in virtual reality that allowed visitors to experience them first-hand. In a simulated repair garage, visitors could replace a dry double clutch using the LuK RepSet 2CT repair solution all by themselves, and steer a miniature spaceship through the insides of a passenger car engine to learn more about INA engine expertise. Celebrating its premier at the Automechanika was the FAG SmartSET, which was developed exclusively for the Aftermarket. All of the components of this ready-to-install repair solution for commercial vehicle wheel bearings could be experienced virtually as well.

Also in focus at the trade fair exhibition was the service brand REPERT, whose added value for garages was demonstrated at six work benches. Tailor-made to visitors’ requests, Schaeffler REPERTs not only showed practical repair presentations, they also explained the comprehensive portfolio directly at the stand using the roughly 50 exhibits, along with giving a lot of useful tips for assembly and disassembly.

“Precisely because mobility for the future is getting increasingly complex, it was important for us to present current and future topics in a way that was understandable, informative and competent. We were successful in this,” said Michael Söding, President, Schaeffler Automotive Aftermarket. “Distributors and garages got concrete information about how they can profit from our products and repair solutions.” Michael Söding then concluded “We are also elated about the overwhelmingly positive feedback, and the

best wishes on our 40th anniversary, that we received at so many of our talks and meetings.”

Videos, pictures, information and additional impressions from Schaeffler at Automechanika 2016 can be found online at www.schaeffler-aftermarket.com.



Numerous visitors discovered the product innovations from Schaeffler on nearly 1.200 m² of stand space at Automechanika 2016.



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About Schaeffler

The Schaeffler Group is a leading global integrated automotive and industrial supplier. The company stands for the highest quality, outstanding technology, and strong innovative ability. The Schaeffler Group makes a key contribution to “Mobility for tomorrow” with high-precision components and systems in engine, transmission, and chassis applications as well as rolling and plain bearing solutions for a large number of industrial applications. The technology company generated sales of approximately EUR 13.2 billion in 2015. With around 85,000 employees, Schaeffler is one of the

world's largest family companies and, with approximately 170 locations in over 50 countries, has a worldwide network of manufacturing locations, research and development facilities, and sales companies.

Schaeffler Automotive Aftermarket, based in Langen, Germany, is responsible for the Group's global automotive replacement parts business for the LuK, INA, FAG, and Ruville brands. With a global network of approximately 11,500 distribution partners and 30 sales and representative offices, the company is known for its close proximity to customers, intelligent repair solutions and service competence.

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