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SCHAEFFLER GROUP USA INC., VALLEY CITY

Schaeffler Will Bring “More” to Central America at First-Ever, 2014 Latin Auto Parts Expo

Surpassing expectations of customers, distribution partners and workshops, Schaeffler Automotive Aftermarket will participate in the 2014 Latin Auto Parts Expo, being held for the first time in Panama City, Republic of Panama, July 9-11, 2014. As a member of the Automotive Aftermarket Industry Association (AAIA), Schaeffler is proud to announce their presence at the AAIA pavilion to showcase their commitment to the association and the auto care industry, as well as the opportunities in the strong market that Central America already represents to Schaeffler.

Following the group’s very successful “more” concept, Schaeffler will exhibit its LuK, INA, FAG and Ruville product portfolio tailored to the Central American markets. “More” stands for how Schaeffler positions itself as a strategic partner to the independent aftermarket industry world-wide: focusing on customer proximity and comprehensive repair solutions, and backed by first-class support and effective networking for mechanics and their workshops.

“Central America and the Caribbean are very important regions for Schaeffler Automotive Aftermarket,” said Dirk Beckmann, Vice President for Schaeffler Automotive Aftermarket in Mexico, Central America, and Caribbean. “This is why, in 2013, we took the strategic and future-orientated decision to set up a warehouse in Cartagena, Colombia to serve our customers more effectively and in timely manner. From our Cartagena and Mexican warehouses, we can reach the destinations within days whereas in the past - especially with the product from overseas - we formerly needed weeks! This will increase our level of competitiveness and make us much more attractive for local distributors. We are looking forward to good discussions and lots of new contacts.”

Jens Schüler, President of Schaeffler Automotive Aftermarket North America, and Auto International Association (AIA) board member, will also attend the Expo. Regarding Schaeffler’s participation at the Expo and in the Central America Region, Schüler said, “Schaeffler Automotive Aftermarket is pleased to participate in the 2014 Latin Auto Parts Expo in partnership with the Automotive Aftermarket Industry Association. Schaeffler has a strong and successful presence in the North American and South American markets. Latin America blends these two markets, resulting in a unique car park. With our strong product coverage in both North and South America, we are well prepared to offer an attractive product portfolio to customers in Latin America. Schaeffler looks forward to participating in the Expo, and views this as a valuable opportunity to develop relationships with strategic partners within this growing market.”

Panama is an ideal destination for a trade show. Panama is politically stable, has a free trade agreement in place with the United States, and is a strategic entry point for entering the Latin American marketplace. With vehicles in operation forecasted to grow at 5.2 percent annually over the next five years, the Auto Care industry in Latin America is projected to grow more than 30 percent over the same period. Simply put, prospects for growth are high in Latin America, and Latin America Auto Parts Expo wants to insure exhibiting companies are well-positioned to benefit from the projected growth.

Schaeffler, with its product brands INA, LuK and FAG, is a leading provider of rolling bearing and plain bearing solutions and of linear and direct drive technology, as well as a renowned supplier to the



automotive industry of high-precision products and systems for engines, transmissions, and chassis applications. The globally active group of companies generated sales of approximately 11.1 billion euros in 2012. With over 78,000 employees worldwide, Schaeffler is one of the largest German and European industrial companies in family ownership. With 180 locations in over 50 countries, Schaeffler has a worldwide network of manufacturing locations, research and development facilities, sales companies, engineering offices, and training centers.

Schaeffler Automotive Aftermarket has been responsible for the Group's global automotive replacement parts business for the LuK, INA and FAG brands for over 35 years from its headquarters in Langen, Germany. With a global network of ca. 11,500 distribution partners and 30 sales and representative offices, the company is known for its close proximity to customers and for delivering superior service.

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