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SCHAEFFLER AUTOMOTIVE AFTERMARKET GMBH & CO. KG, LANGEN/FRANKFURT

2014 Automechanika

“expect more” – Strong for Products and Dialogue / Schaeffler Automotive Aftermarket sees positive results from show

The 2014 Automechanika was a rousing success for Schaeffler Automotive Aftermarket. In just the first two days of the trade fair, roughly 5000 distribution and garages experts visited the Aftermarket specialist's 1200 m² stand in the Forum. Their responses on a survey conducted at the stand were overwhelmingly positive. Over 95 percent of the more than 600 stand visitors polled ranked the stand design, the atmosphere at the stand, the way Schaeffler Automotive Aftermarket product presentations were conducted and their topics as “very good” or “good.”

“The 2014 Automechanika once again surpassed our high expectations,” says Michael Söding, President, Schaeffler Automotive Aftermarket. “By exhibiting together the innovative product worlds of our four brands – LuK, INA, FAG and Ruville – at a central trade fair stand, we were able to impress distributors and garages with our technical excellence, innovative power and outstanding quality. The extremely positive responses to our trade fair exhibition, especially to our highlighted product the INA GearBOX, demonstrate how our repair solutions always meet the needs of our customers, and that we join with distributors and garages in tapping into new market potential and in generating sustainable growth.”

Rouven Daniel, Director Marketing & Communications, Schaeffler Automotive Aftermarket, also sees positive results from the Aftermarket specialist's trade fair exhibition. “Not only did we get best grades for stand design, the atmosphere at the stand and the way we exhibited our products,” he says, “but nearly 100 percent of all visitors surveyed ranked the expertise of the staff member they spoke to with ‘very good’ or good.’ So we not only scored with how we exhibited Schaeffler Automotive Aftermarket, we also impressed visitors with our expertise, our customer proximity and our strong service orientation – all in direct dialogue with them.”

A real crowd-pleaser at the stand was the online portal RepXpert. Integrated for the first time into the main trade fair stand, the online portal was presented in a new look. A daily live program in two languages at the RepXpert stage included product presentations, technical demonstrations, lectures about distribution and industry-specific topics; along with a lot of help about diagnosis, installation and repair tips – even for the trickiest of installation situations. In short – everything was optimally organized towards the visitors to the stand. And this concept was a complete success. About 25 percent of the more than 600 visitors polled at the stand said they were active in the “garage” segment, about 22 percent in the “distribution” segment, while about 30 percent said they were there for the first time.

With this year's trade fair exhibition under the motto “expect more,” the Aftermarket specialist once again sharpened its profile with garages and distributors, while continuing to successfully position Schaeffler Automotive Aftermarket on the global spare-parts market.

- Press picture

The 2014 Automechanika – overwhelmingly positive feedback. Alone during the first two trade fair days, Schaeffler Automotive Aftermarket recorded about 5000 visitors from the distribution and garage segments to its stand.

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Best grades for Schaeffler Automotive Aftermarket – nearly 100 percent of all visitors surveyed at the stand ranked the expertise of the staff member they spoke to as “very good” or “good.”

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Crowd-pleasers at the stand were the live presentations at the RepXpert stage, which presented a lot of help for diagnosis, and gave installation and repair tips – even for the trickiest of installation situations.

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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 more than 30 sales and representative offices, the company is known for its close proximity to customers and for delivering superior service.

Schaeffler with its product brands INA, LuK and FAG is a leading global 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. The group of companies with operations around the world generated revenue of approximately 11.2 billion Euros in 2013. With more than 80,000 employees worldwide, Schaeffler is one of the largest German and European technology companies in family ownership. With approximately 170 locations in 49 countries, Schaeffler has a worldwide network of manufacturing locations, research and development facilities, sales companies, engineering offices, and training centers.

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