



ATR World



Information | Facts | Figures

The UK's largest heavy truck parts distributor joins ATR

Digraph Transport Supplies Ltd. bolsters ATR's presence in UK commercial vehicle segment

04 **INDUSTRY**
IAM to face challenges, but projected to come through

17 **INSIDE ATR**
Phaeton launches a network of workshops in Kazakhstan

38 **NEW MOBILITY**
Continental's RVD tightens car driver-workshop relationship



Dear readers



I am pleased to present you this year's first issue of ATR World in which we want to warmly welcome a new ATR shareholder. As of January 2021, Digraph Transport Supplies Ltd. has joined ATR. Digraph is the UK's most successful commercial motor factor business supplying Original Equipment Quality parts from leading manufacturers for the commercial truck and trailer, bus and coach markets. I look forward to a fruitful collaboration with them. Please navigate to [page 08 and 09](#) for more insights.

In the Asia Pacific region, the first ATR APAC web conference was organised in mid-January. For more details, kindly have a look at [page 07](#).

In the Industry section, you can find an interesting outlook for the IAM in 2021. At the end, this issue also features the topic of e-commerce in the IAM in the Trends chapter.

I hope you enjoy reading this issue. In case you would like to know a little bit more about me, you may find an introductory interview within this issue. I am looking forward to working with you and hope to be able to meet you in person soon!

Warren Espinoza
CEO, ATR International AG



37



28



38



21



12



18

INDUSTRY

- 04 The automotive Independent Aftermarket (IAM) will continue to face challenges, but projected to come out ahead

INSIDE ATR

- 06 In conversation with Warren Espinoza, ATR International AG's new CEO
- 07 APAC Supplier Day kick-off
- 08 **Digraph:** The largest independent aftermarket heavy truck parts distributor in the UK is now part of the ATR family
- 10 **KGK** bought Laitis Handels AB
- 11 **Kaha** opened new business unit in January
- 12 **LKQ:** The one-sided substitution of some technologies to achieve CO₂ savings is a paradox: narrowing down the approach shows great risk
- 13 Maciej Oleksowicz takes increased stake in **Inter Cars**
- 14 Erdem Çarıkçı is the new General Manager of **Martaş Automotive**
- 16 The **CGA Group** starts with its first streaming day
- 17 **Phaeton** launches a network of workshops and auto parts stores in Kazakhstan

SUPPLIERS

- 18 **The bilstein group** – now an IPAS supplier for timing chains and timing chain kits
- 19 ATR International and **BOSCH** Automotive Aftermarket: partnership for growth
- 20 **Clarios:** The role of 12 Volt batteries in electric vehicles
- 21 **Continental:** Parts for electric parking brakes directly from the OEM
- 22 **Continental:** Now containing even more for professionals: expanded offering for PRO kits

- 23 **Delphi Technologies:** Making sense of exhaust sensors

- 24 **DENSO:** Enhanced Visual Inspection feature improves e-Videns tool

- 25 **DRiV:** MOOG® highlights key differences in steering and suspension parts that can affect customer safety and satisfaction

- 26 **Elring:** Cylinder head covers – complete – ready to install

- 27 **Gates:** E-Start drives repair opportunities

- 28 **HELLA:** An attractive appearance

- 29 **KYB** looks at the relationship between shocks and stability control

- 30 **MAHLE** OzonePRO effective against coronaviruses

- 31 Now even more recycled fibres in air filters from **MANN-FILTER**

- 32 **Metelli Group:** Important new water pumps

- 33 A bright future and high business potential available from **Nissens**

- 34 Innovation at the core of **NTN-SNR's** DNA

- 35 **Saleri** becomes IPAS supplier for water pumps

- 36 **Schaeffler:** Safe on the road with our FAG chassis parts

TRENDS

- 37 Competition to potentially define e-commerce opportunities in Independent Aftermarket (IAM)

NEW MOBILITY

- 38 **Continental:** Profit for dealers: Remote Vehicle Data
- 39 IAM solution: digital workshop platform

IMPRINT

Industry outlook:

The automotive Independent Aftermarket (IAM) will continue to face challenges, but projected to come out ahead

While the IAM is not out of the woods yet, experts are optimistic as the industry continues to navigate new consumer preferences, while witnessing notable sales milestones.

Suppliers are fraught with supply chain disruptions. Automakers have closed manufacturing facilities. Dealerships are faced with contactless selling hurdles. Repair shops are in search of quality spare parts. These were all, unfortunately, realities of 2020 for the automotive industry as a whole. And while companies near and far are still staring directly in the face of such challenges, there is an overwhelming sense of optimism felt industry wide.

Before we all start to see the effects of this optimism, it is important to acknowledge the facts.

Vehicle purchasing patterns and consumer readiness

According to Deloitte's 2021 Global Automotive Consumer Study, nearly 70% of consumers in the United States have no intention of altering their timeline to acquire their next vehicle because of the COVID-19 pandemic. On the contrary, of those surveyed, 17% said they will acquire their next vehicle later than planned. In India, 27% of people surveyed prefer to acquire their next vehicle fully virtually, while 16% prefer to do so in Germany.¹ But, does this mean we will see a full shift towards virtual purchasing methods? According to the Study, not so fast. The main reason for consumers in the United States (75%), Germany (76%), Japan (80%), South Korea (70%), and India (75%) not being interested in a virtual ac-

quisition process for their next vehicle comes down to the fact that they have to see the vehicle before purchasing it.² In China, 59% of consumers chalked their decision up to the fact that they have to test drive the vehicle first as the primary reason not to virtually acquire their next vehicle.³ Automotive executives should take note.

Vehicle maintenance in our new reality

When it comes to servicing their vehicle, more than 60% of surveyed consumers said they would be interested in having their vehicle picked up from their home or office. On the topic of repair, when looking at independent repair facilities in the United States, 91% reported a decrease in revenue in 2020, with 1.3% expecting not to recover financially.⁴ And while these figures hit hard – and indicate an evolving industry – there is reason to be optimistic about the IAM as we push forward in 2021.

Withstanding optimism felt industry wide

According to the Original Equipment Suppliers Association's (OESA) Q4 2020 Barometer, optimism has increased on the supplier side. There was a much-improved outlook when looking at Q4 2020 postings compared with Q3 of 2020; experts are expecting to see vehicle miles traveled continue to return to pre-pandemic levels.⁵ When looking at the automotive after-

market business and OEM sales, both proved their resiliency in the midst of the COVID-19 pandemic last year⁶ with the Aftermarket Parts Industry continuing to break sales glass ceilings.⁷ Fading fears related to the pandemic and industry resiliency can be attributed to this increase in optimism.

Strong and sustained sales expected

In 2021, it is expected that the Automotive Aftermarket Parts Industry will achieve \$723 billion in sales, with the United States accounting for \$296 billion alone.⁸ This milestone can be, at least in part, attributed to diverse and technologically-advanced vehicle options in addition to e-commerce captivating consumers look-

ing for a wide variety of products to personalise their vehicle.

What to watch for

The industry's performance in 2020 speaks for itself – it has not just shown resiliency, but change, especially when it comes to sales and keeping service levels at acceptable levels. But it is, of course, pertinent that leaders throughout the automotive industry keep their eye on ongoing challenges that are still posing threats to their bottom line and performance, especially in the first half of 2021. In recent news, there are fears that semiconductor shortages are impacting the automotive industry, and ultimately slowing vehicle production.⁹ Additionally, experts are ada-

KEY FACTS

Leaders in the IAM should take note – the way in which consumers will purchase and maintain their vehicle(s) is changing, but strong sales provide optimism industry wide.

mant that fostering a practical global supply chain infrastructure is of the utmost importance.¹⁰ At the end of the day, it is clear that many competing factors will need to be navigated simultaneously as the IAM and automotive industry as a whole forge ahead in 2021.



¹2021 Global Automotive Consumer Study, Global focus countries, Deloitte, <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/manufacturing/us-2021-global-automotive-consumer-study-global-focus-countries.pdf>, Retrieved: February 3, 2021. ²Ibid. ³Ibid. ⁴Automotive aftermarket outlook 2021 – what's to come, AutoInc, <https://www.autoinc.org/automotive-aftermarket-outlook-2021-whats-to-come/>, January 19, 2021. ⁵Ibid.

⁶Ibid. ⁷Trends Transforming The Aftermarket Auto Parts Outlook in 2021, Linchpinseo.com, <https://linchpinseo.com/trends-in-the-automotive-aftermarket-parts-industry/>, October 12, 2020. ⁸Trends Transforming The Aftermarket Auto Parts Outlook in 2021, Linchpinseo.com, <https://linchpinseo.com/trends-in-the-automotive-aftermarket-parts-industry/>, October 12, 2020. ⁹The Semiconductor Shortage Has Come for the Auto Industry, <https://www.extremetech.com/computing/319049-the-semiconductor-shortage-has-come-for-the-auto-industry>, January 12, 2021. ¹⁰Automotive aftermarket outlook 2021 – what's to come, AutoInc, <https://www.autoinc.org/automotive-aftermarket-outlook-2021-whats-to-come/>, January 19, 2021.

In conversation with Warren Espinoza, ATR International AG's new CEO

As of January 2021, Warren took on his new position and now completes the new management team at ATR. We sat down with Warren, virtually of course, at his home in South Africa.

Warren, you've recently joined ATR as CEO. This also means that you and your wife will relocate to Germany in the near future (granted the pandemic allows). What are you most looking forward to about living in Europe/Germany?

Given the circumstances, I am still working from Johannesburg in South Africa, and have not yet been able to get to the office in Germany. With that said, I am really looking forward to the adventure ahead. A new country, new company and learning about many new markets is a very enticing challenge. My wife and I are looking for-



ward to being able to travel in and around Europe as it will be so much more accessible than when we were living in South Africa. We plan to learn the German language and will actively try to experience the culture and way of life in Germany. Germany is, in many ways, the centre of the automotive excellence, so being a part of the IAM in the country will bring me a lot closer to the action, so the speak. And, importantly, I do believe that I can make a difference at ATR and am looking forward to all the challenges that await.

Can you tell us about your professional experiences in the IAM in South Africa?

I started out in a first-tier component manufacturer, supplying into the local OEM market in South Africa. Later on, when the

Midas Group was acquired, I took the opportunity to join the Aftermarket. Midas was the leading Aftermarket player in Southern Africa (including Namibia, Zimbabwe, Lesotho, Swaziland, Botswana and Mozambique) both at the distributor and retail level. Midas serviced the retail Aftermarket primarily through a network of over 300 franchised and owned Midas retail stores. In addition, the company owned and managed six workshop franchise concepts. These concepts resulted in the largest automotive Aftermarket footprint with over 700 franchised outlets.

I've lived and grown up with the Aftermarket in South Africa. And while South Africa is one of the more developed economies on the African continent, it is still an emerging economy with a unique set of circumstances – two of which being its location at the tip of Africa (far from the European markets) and its recent history of isolation pre-democracy. In my 25 years of Aftermarket experience in the country, I participated in a leveraged buyout of Midas from its listed shareholders in 2002 and have been fortunate to work in many different positions within the Aftermarket, including CEO of Motus Aftermarket Parts, formerly the Midas Group, from 2011-2019. Interestingly, Midas joined ATR as a shareholder in 2011, and I was elected onto the ATR Supervisory Board in 2015. At the end of 2019, I decided to take time out to decide on the next challenge not knowing that it would be at ATR.

How do you plan to bring your expertise to ATR?

Firstly, I am fortunate in that I can bring the dual perspective of having been a shareholder of ATR as well as being on the Supervisory Board for 5 years. With ATR's intentions of sustaining and growing its global presence, new ideas and perspectives are necessary, and I plan to bring

mine to the table. In a more general sense, I plan on providing strategic direction and support for internal and external relationships, while diversifying our service offering and growing the company. One of my overarching goals is to facilitate an environment of empowerment in which our people can flourish and grow.

What are your initial goals for ATR, especially for this upcoming year?

Pandemic aside, it was my intention to spend the initial period getting to know the ATR team in person and visit with shareholders to get a more in depth understanding of their businesses and their needs and wants from ATR. This is all, of course, happening virtually as face-to-face meetings are temporarily on hold. Despite this, improved and increased communication is critical and this will be an area of focus for me in the first half of 2021. Two ways of doing so are with more

"... I do believe that I can make a difference at ATR ..."

regional webinars and an increased frequency of shareholder communications. ATR is a "relationships business" and is one part of an important 3-way relationship with shareholders and suppliers. My goal is to keep relationships honest, renewed and exciting. There are a few strategic initiatives, still embryonic at the moment, which will require strategic review and focus in the immediate future.

What are your thoughts on COVID-19 and the IAM?

The pandemic has had a significant impact on both developed and developing markets the world over with governments

scrambling to provide stimulus packages to keep the economies going. When you look at emerging markets, developing nations don't have financial resources to provide stimulus. These governments are just trying to keep their economies open. The pandemic itself has had a clear impact on the IAM in 2020 as governments the world over have implemented varying levels of lockdowns/restrictions to stem the tide of the pandemic. The IAM is a very resilient market and reaction to the pandemic has been varied and swift; however, overall, it is clear that conservatism and cash management have been crucial to the survival

Who is Warren? In a nutshell:

- He was born in Zambia in 1969.
- He is married with two daughters.
- Holds an honours degree in financial accounting; held various positions previously, such as Financial Director, Sales Director, Managing Director, COO, and CEO.
- Hobbies: golf, triathlons and cycling. He is hoping to participate in the Swiss Epic in 2021.

of SMMEs in all markets. Demand for components was strengthening towards the end of 2020, however future revenues remain uncertain in these times. The 2nd wave has, in many ways, been more severe than the first driving concern for the sustainability of the recovery in the IAM. I believe we will see varying degrees of recovery amongst our shareholders. One distinction to be made in this regard is that between developed and developing/emerging markets. Take the example I mentioned earlier with significant stimulus packages being rolled out in many of the developed markets. Smaller, less financially sound, emerging markets will see a different type of recovery in terms of speed and sustainability. Similarly, there will be vastly different rates of the roll out of vaccinations in both markets. It follows that a

recovery will be faster in an economy which has the advantage of vaccinating its population more quickly.

ATR is working on expansion efforts in Asia and South America. What are your hopes for the company in these markets (and existing ones) as you take the lead at the organisation?

Our market penetration in some emerging markets is not where we would like it to be. It is clear that ATR needs to think and operate in a globally-minded way, while acting locally. ATR has already established a presence in Asia and South America with a specific objective of using local expertise to assist with our expansion in those regions. It is my intention to drive these initiatives while growing our penetration and shareholders in both regions.



APAC Supplier Day kick-off

The first ATR APAC web conference was organised with IPAS partner, BOSCH. The web conference took place on 19 January 2021. More than 50 participants from ATR shareholders in the APAC region took part.

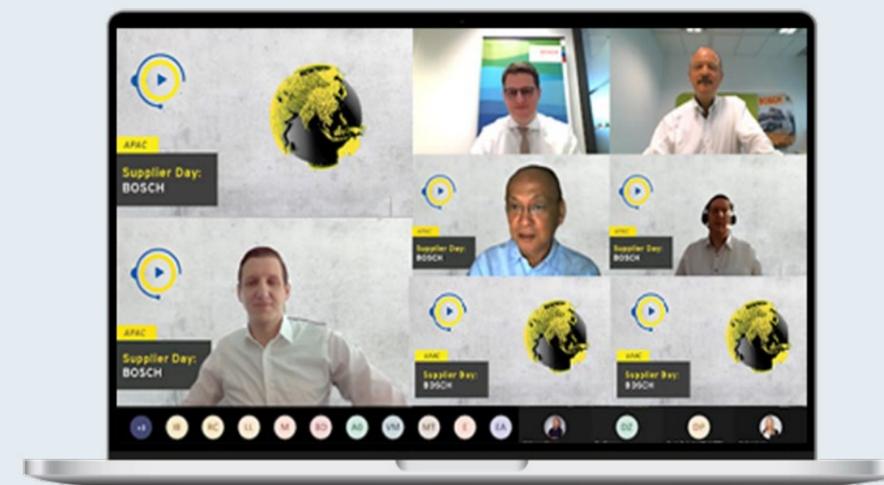
The web conference was organised by ATR APAC and ATR Germany, represented by Vincent Tan. A general session and breakout meetings were aimed at the local needs of ATR shareholders.

This APAC-focused web conference is another example of the result of ATR's strategy to invest in a robust structure on a regional level. With local representation, ATR is and will be able to specifically identify and address local industry issues, acting under ATR global guidelines but executing based on local realities.

The web conference was a great success and will not be the last one of its kind.

Further meetings with additional IPAS partners will follow and are already being planned. We will keep you updated!

Vincent Tan from ATR APAC is available for more information: apac@atr.de.





The largest independent aftermarket heavy truck parts distributor in the UK is now part of the ATR family

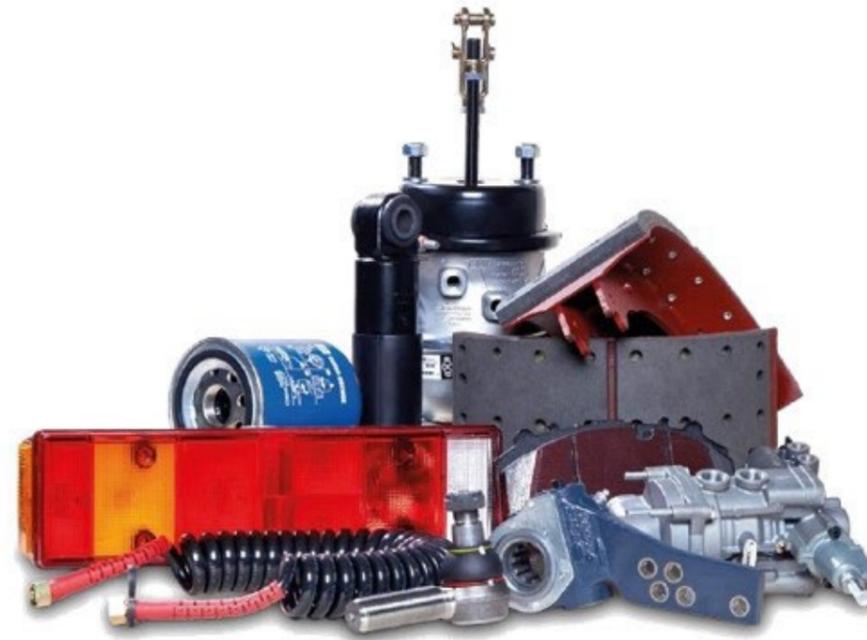
Digraph Transport Supplies Ltd. strengthens ATR's position in the UK's commercial vehicle market.



From left to right: David Dimpleby, Commercial Manager and James Rawson, CEO

What do apples and pears have to do with heavy truck spare parts? In the context of company foundations, this question seems difficult to answer at first glance. However, the answer can be found in the year 1970 in the UK. The Rawson family owned a greengrocer shop as their first family business. From selling apples and pears they set up their business in selling heavy truck spare parts in 1976 – with a unique and successful journey taking shape! The founder of Digraph Transport Supplies, Peter Rawson, started as a one-man-business

with one car, one porta cabin, one lock up, and himself. The company started to grow and, in the 1980s, Peter's son, James Rawson, joined the family business, taking up the role of Managing Director in 2003 and then CEO in March 2019. He has been part of the success story and knows about Digraph's key to success. "Each of our staff follow the 'whatever it takes' attitude," said James. "We believe in strong business relationships, hard work and absolute dedication to succeed." Digraph provides industry-leading customer ser-



vice with an extensive fleet of over 150 delivery vehicles as well as a stock holding of 50,000 unique SKUs. This approach has pushed the business forward with strong growth, despite difficult trading circumstances, growing its business steadily over the years.

Digraph is now the UK's most successful distributor for OEM and aftermarket vehicle spare parts, consumables, workshop tools and equipment, particularly specialising in the heavy truck parts market. Investment in 2017 from Sukhpal and LKQ Corporation has provided the ideal platform to move the business forward in the coming years. With a head office at

Eastwood, Nottingham, Digraph now has 20 branches – and growing across the UK. "Our target is to achieve a branch network with nationwide coverage in the coming years with strong growth forecast," highlighted James.

This year (2021) is already proving to be extremely successful with a sales uplift of approximately 30%, breaking all records and budgets in the process. The inclusion of Digraph within ATR will provide a further platform to succeed and grow with many new and exciting opportunities coming to fruition with many new partnerships being created.

Every business starts with a founder

Digraph at a glance:

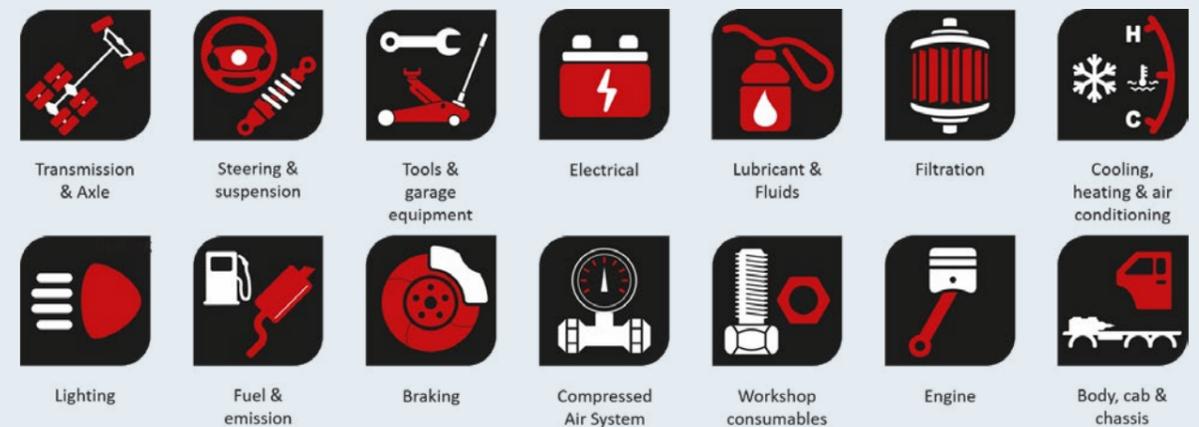
- Name: Digraph Transport Supplies Ltd.
- Headquarters: Eastwood, Nottingham, the UK
- Founded in: 1976
- Founder: Peter Rawson
- CEO: James Rawson
- 2020 Sales: £33M GBP
- 2021 Sales forecast: >£40M GBP
- Network: 20 branches
- Employees: 260
- Clients: 4,000

and a vision – Digraph's story is a unique one and will write many further chapters of which ATR will provide a prominent role.

It just goes to show a "best ideas must win" approach always bears the sweetest fruit.

KEY FACTS

Digraph began as a one-man shop and has grown to become a prominent player in the automotive aftermarket in the UK, projecting to break sales records this year.



KGK bought Laitis Handels AB

KGK

Owner of KGK (KG Knutsson AB), Håkan Knutsson, and owner of Laitis Handels AB, Mats Nilstoft, have reached an agreement whereby KGK purchased Laitis Handels AB, including its subsidiaries, taking effect on 1 May 2020. Laitis and its stores in Norrbotten and Västerbotten continue to be operated as independent companies.

On 1 May 2020, KG Knutsson AB assumed ownership of Laitis Handels AB and its subsidiaries.

"KGK and Laitis have enjoyed excellent cooperation for almost 70 years," said Håkan Knutsson. "We are now bringing all our talented employees and customers closer together, allowing us to strengthen our cooperation even further."

With eight stores and more than 100 employees in Norrbotten and

Västerbotten, Laitis boasts a strong position and a large market share throughout northern Sweden. KGK's ambition is that Laitis should continue to be operated as independent companies. The transfer of ownership should not affect day-to-day operations.

"Our customers and employees won't notice any major differences," added Martin Öhman, CEO of Laitis Handels AB. "We will carry on working as before. We

will still be the same Laitis, with the same name."

"Laitis has been on a fantastic journey in recent years, and has become one of KGK's biggest customers," explained Johan Regefalk, CEO of KG Knutsson AB. "Laitis will retain its strong presence in the north of Sweden, and we hope to contribute further to this position."

"We have had an excellent relationship with KGK for many years," concludes Mats Nilstoft. "We share the same entrepreneurial spirit and values, and I feel very confident handing over the reins to them."

Find out more: <https://laitis.se/>
<https://kgk.se/>

KEY FACTS

KG Knutsson AB (KGK) has been operating in the Swedish automotive industry since 1946. Their suppliers benefit from their distribution network and wide range of products and brands, with a presence in Norway, Finland, Estonia, Latvia and Lithuania.



From left to right: Mats Nilstoft (owner of Laitis), Håkan Knutsson (owner of KGK), Johan Regefalk (CEO of KGK) and Martin Öhman (CEO of Laitis).



Kaha's Training Centre concept is a part of the new Workshop Equipment & Services Business Unit.

Kaha opened new business unit in January



Kaha's (KGK Finland) brand new business unit, Workshop Equipment & Services, started operations at the beginning of January. The new unit will focus widely on all products and services a modern workshop needs.

The principle of this new business unit is to gather all workshop related products, services and trainings under the same roof, so Kaha can easily offer a comprehensive package deal for their customers. Easier for them, more convenient for the workshops.

What does Workshop Equipment & Services offer?

The business unit's diverse product range consists of workshop equipment, tools, diagnostic devices, software licenses and all general workshop accessories. Provided services contain a wide range of technical trainings for the workshops, as well as competent technical support.

The new unit will also benefit other business units like spare parts and accessories, as customers experience Kaha as a one-stop-shop, where you can find everything you need.

The target groups of the new unit are all kind of workshops: free independent workshops and workshop chains, as well as

OES workshops. For the moment, nine experts are working in the new Workshop Equipment & Services Team.

KAHA TRAINING CENTER





The one-sided substitution of some technologies to achieve CO₂ savings is a paradox: narrowing down the approach shows great risk

LKQ Europe demands technology neutrality and openness – all possible measures are needed.

Are we on the right path? We are currently facing huge challenges with regard to counteracting climate change. However, it is perfectly reasonable to query the strategy we are pursuing.

Stimuli such as tax rebates and purchase incentives for electric vehicles are available in 26 of the 27 EU countries. They range from simple purchase discounts and tax exemptions to additional perks, such as access to bus lanes or free parking. However, what might appear to be a great effort by the local governments towards CO₂ reduction and meeting the EU's climate targets might turn out to be a one-way street that hinders technological innovation.

Large investments are being made in order to electrify the transportation across Europe. The German government is supporting the expansion and attractiveness of electric mobility over the next years with a multi-billion-dollar funding program. More than 50,000 charging stations are to be built, and the buyers of electric or fuel cell vehicles will receive a

purchase premium of up to €6,000 and those purchasing rechargeable hybrid electric vehicles are entitled to a premium of up to €4,500. In Sweden, an incentive of 60,000 SEK (€6,000) is available for up to 25% of the car's (new) purchase price for low emission vehicles registered before 2020 with CO₂ emissions of up to 60g/km and vehicles registered during 2020 or later with CO₂ emissions of up to 70g/km. Both individuals and businesses can apply for funding. But where does all this support leave us in 2030? What happens to the adoption rate if the incentives are phased out? Are there other solutions?

Right now, the numbers of new electric vehicles being registered are growing, but this growth is likely to slow down once the purchase incentives run out. There is a limit to "generous" government incentives coming from energy tax increases and other sources. While prices for batteries have been coming down with increasing demand, there are still steps needed to achieve the sustainable price levels that will make electric cars affordable for

KEY FACTS

Achieving the EU's 2030 climate targets will require consistent action on all levels and by way of all measures necessary. LKQ is committed to technological openness and climate-friendly energy sources.

everyone. The COVID-19 crisis has put a heavy strain on our economy – companies are facing financial difficulties and jobs are at risk. Now, more than ever, mobility needs to be affordable and solutions must work for all consumers regardless of whether they live in northern or southern Europe, in the east or west, in cities or in the countryside.

According to LKQ's sources, CO₂ savings from new vehicles and the trend towards electromobility alone will not meet the EU's climate targets by 2030. This is because by 2030, the share of e-vehicles in the 21 largest European markets and the United Kingdom is expected to be 9.8%. This means the greatest potential to achieve CO₂ savings is still within the existing fleet. Globally, more than 1.3 billion vehicles are currently powered by

conventional internal combustion engines.

One solution for achieving an immediate reduction in existing vehicle fleet CO₂ emissions is synthetic liquid fuels, also known as e-fuels. They are the climate-neutral alternative to conventional liquid fuels and are excellently suited to

reducing CO₂ emissions in the transport and heating markets. E-fuels do not require new fueling station infrastructure or new powertrains, making them a consumer-friendly alternative to the rather high investment required to purchase an e-vehicle. Especially in regions with weak infrastructure, the combustion engine re-

mains fundamentally important. With a balanced European promotion strategy, the use of e-fuels as climate-neutral e-diesel or e-gasoline could make a significant and cost-effective contribution to CO₂ reduction.

The perceptible degree to which our climate is changing makes consistent action on all available levels and measures necessary! Therefore, LKQ is committed to technological openness and the promotion of other climate-friendly energy sources: hydrogen, biogas or synthetically-produced methane from renewable energies, as well as the use of E20-fuels are important players in the fight against the climate change. The solution must work for all consumers. Technology neutrality can help to promote competition in order to achieve the CO₂ targets. We need a clear common understanding of a broad technological approach without taboos and without focusing on one single aspect. This is the only way to achieve a sufficient impact at the necessary speed. Narrowing down the approach to just a few technologies is more than risky.



Maciej Oleksowicz takes increased stake in Inter Cars



On 31 December 2020, Maciej Oleksowicz, the President of the Management Board of Inter Cars, the biggest European independent distributor of automotive spare parts, listed on the Warsaw Stock Exchange, indirectly acquired a package of shares worth 26.3% of the company.

The acquisition was realised in the form of a donation of all shares from the family-owned investment company, OK Automotive Investments B.V., registered in Amsterdam, which was made by Krzysztof Oleksowicz, co-founder of Inter Cars and father of Maciej Oleksowicz.

Krzysztof Oleksowicz is the co-founder of Inter Cars and, for many years, he was the President and Member of the Board of the company where, until the end of 2019, he was responsible for the strategy of the company. Currently, he is still closely cooperating with the Board of Inter Cars as a strategic advisor.

Since 1 July 2016, Maciej Oleksowicz has been on the Management Board of Inter Cars, and since 1 May 2017, he has been holding the position as the President of the Management Board of Inter Cars.

After Krzysztof Oleksowicz resigned from holding the position as a Member of



the Management Board of the company, passing all the shares to his son was a natural element of the generational succession in the family of the company.

Erdem Çarıkçı is the new General Manager of Martaş Automotive

Having 40 years of experience in the automotive aftermarket industry and conducting sales, marketing and distribution operations of more than 150 brands which operate in various product groups, the new general manager of Martaş Automotive is Erdem Çarıkçı. Previously, Çarıkçı was the general manager of Valeo Service Turkey under Valeo, a French group, and worked in various positions for 22 years at the company, which offers equipment and integrated systems for light and heavy commercial vehicles.

Erdem Çarıkçı is the new general manager of Martaş Automotive which operates in the automotive spare parts industry for spare parts of passenger and light commercial vehicles and celebrated its 40th anniversary last year. With a career of various positions at Valeo, the world-famous automotive supplier, for many years, and sales, marketing and distribution operations of which are also conducted by Martaş Automotive, Erdem Çarıkçı has started to work as the general manager of Martaş Automotive as of 2021.



Erdem Çarıkçı, new General Manager of Martaş Automotive

grated systems for light and heavy commercial vehicles, in 1998. Continuing his career at Valeo in seven positions and two countries for 22 years, Çarıkçı completed his work at the company as the general manager of Valeo Service Turkey at the end of December 2020. Erdem Çarıkçı is married and has two children, and speaks English and German.

Having 40 years of experience in the automotive spare parts industry, Martaş Automotive has started to focus on and invest in corporate development, digitalization, supply chain and planning since last year, and continues these operations without pause. In addition, Martaş Automotive continues to focus on taking more of a place in the international arena to become an international actor in the industry over the next years; one of the most concrete steps taken to achieve these objectives is having Erdem Çarıkçı as the general manager. Having faith in teamwork, being solution-oriented and prioritizing human relationships, Çarıkçı will primarily focus on the objectives of Martaş Automotive, which are corporate development, digitalization and being an international actor.



Votto, MGA and GRAT, own brands of Martaş Automotive, distinguish themselves with their new products

Martaş Automotive continues to offer its high-quality and reliable spare parts, lubricant/anti-freeze and vehicle maintenance products at convenient prices in Turkey and abroad with Votto, MGA and GRAT, its own brands. Placing its own brands in domestic and international industries successfully, Martaş Automotive makes its mark also abroad with its success at this point.

Having lubricant, anti-freeze, wiper, vehicle maintenance products and filter product groups, GRAT continues to be preferred more gradually with its high-quality and reliable products designed and manufactured by professionals, and to grow by improving its product range. Distinguishing themselves with a broad range in transmission, engine and brake fluid group, GRAT lubricant products continue to increase product variety with CVT and ATF Dextron VI in addition to 0W20, 0W30 and 10W60 engine oils.

MGA includes mechanical, electronic and rubber product groups and is one of the well-recognized brands in high-quality, reliable and economic products with its industry experience of many years and strong knowledge in its field in the Turkish

KEY FACTS

Erdem Çarıkçı becomes the new General Manager of Martaş Automotive, while its own brands Votto, MGA and GRAT make a statement with new products, while Votto has renewed its packaging to highlight power and energy.



market and countries to which it is exported. Renewing its disc, brake pad and drive-shaft products in accordance with enhancing technology, MGA continues improving its electronic and rubber product groups as well.

Renewed Votto is more powerful and energetic now

Applying a brand renewal process that focuses on more power and energy with its yellow and black colors to suspension and front alignment products in addition to new shock absorber and coil spring launched in previous months, Votto has captivated the industry in both Turkey and abroad. Votto maintains its strong recognition in industries all over Turkey and more than 34 countries with its more powerful and energetic structure.

Votto's shock absorbers certificated by the Turkish Standards Institution (TSE) and a new excitement and vision have been developed with industry professionals for a comfortable drive. With over 600 references in 30 vehicle brands, it has started its journey from six Martaş Automotive distribution centers and reached more than 4,000 retail points in Turkey and 34 countries since the day it was first launched. Comfortable, reliable, high-quality, economic, solid and enduring, Votto

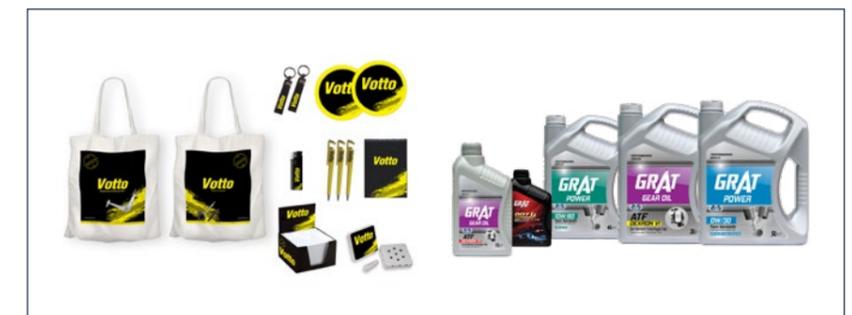
shock absorbers will be the new reference point with the broad range of product and economic pricing. It seems Votto shock absorbers will also distinguish themselves in shelves with their solid and elegant box design.

In addition to shock absorbers, Votto coil springs were launched recently having been completely developed and manufactured by industry professionals in Turkey. Votto coil springs have more than 230 references in more than 30 vehicle groups in Turkey and abroad.

Votto gets into a more powerful and energetic brand renewal process with its shock absorbers and continues the same brand renewal for all other products related to suspension parts and front alignment. This brand renewal process, that



comprehensively covers Votto products, has started to receive positive feedback from the field. Retail points have given positive feedback on the powerful and energetic sense of yellow and black coloring, expressing their sentiments on social media continuously.



Cem Bayer Özalp, Ziya Özalp and Erdem Çarıkçı, Board of Martaş Automotive

Erdem Çarıkçı was born in İstanbul in 1976. He graduated from Kocaeli University's Department of Computer Engineering with a Bachelor's degree in 1999, and from Gebze Institute of Technology with a postgraduate (MBA) degree in 2005. Then, he started his career as an engineer intern in Valeo, a French group, which offers equipment and inte-

The CGA Group starts with its first streaming day

The COVID-19 pandemic ushers in a time of reflection and forward-thinking vision for CGA Group.

With the aim of showing that they will achieve much more together, the CGA Group wanted to ring in 2021 with a day of review of the sector's situation, after everything that occurred last year, and a day of reflection about the challenges that the immediate future will bring.

During the day-long meetings, the CGA Group counted on expert collaboration, knowledge and opinion.

After a few welcoming words from Alfonso Albacete, CGA President, and a brief assessment of the company's current situation from Alejandro Vicario, CEO, and José Miguel Ibañez, Assistant Director, the day started with the vision and opinion of one of the best aftermarket players: Fernando López, GIPA CEO.

After his review of the market's current situation and all forecasts for the aftermarket in 2021, the meeting went on

with an interview with Carlos Martín, Ancera General Secretary, regarding the latest news about state aid carried out on behalf of SMEs.

Next, Fernando Moreno, Business Development at Bosch Spain, highlighted the keys to future mobility thanks to the connected car. The afternoon continued with the appearance of Laura Díaz, Digitalisation Manager at TÜV SÜD, who underlined the importance of both digitalisation infrastructure systems and new business opportunities. Afterwards, Roland Dilmetz, former Managing Director of ATR, who joined from Germany, shared his international vision on the distribution market in Europe and the whole world.

CGA CEO, Alejandro Vicario, concluded the meeting with sincere thanks to all the company co-workers: "We want to motivate you to visualise our commitment and let you know that you have a partner in

CGA Group to face the new challenges that the future will bring."

The day was led by the Illusionist, Jorge Luengo, whose magic was definitely necessary to accompany the event. Luengo wanted to convey to the audience the importance of facing new challenges with a mentality of improvement. Moreover, he highlighted the importance of the fact that belonging to a great group is vital.

KEY FACTS

CGA Group hosted a one-day meeting with industry experts to assess the status quo and outlook for the aftermarket industry in Europe and around the world.



From left to right: Jorge Luengo, Illusionist; José Miguel Ibañez, CGA Assistant Director; Eva María Laguna, CGA Marketing Director; Carlos Martín, ANCERA General Secretary; Alejandro Vicario, CGA CEO; Fernando López, GIPA CEO, and Laura Díaz, Digitalisation Manager in TÜV SÜD.



The new WINTEAM conventional workshop

PHAETON
ultimate automotive solutions

Phaeton launches a network of workshops and auto parts stores in Kazakhstan

A successful project or waste of money?

KEY FACTS

With its mobile workshop activity, Phaeton is able to service standard customer requests with convenience, quality and a wide range of auto parts on offer.

Every business should have its own major, noble and worthy mission aimed at benefitting society, so that people could value the business's efforts, undertakings and capabilities," said Marat Shotbayev, CEO of Phaeton, in a live broadcast. "We have such a mission. We are pursuing it despite the changing realities and difficulties associated with the ongoing pandemic in Kazakhstan."

Phaeton's mission is to make the process of auto parts purchasing convenient, available and reliable. To widen the auto parts market in Kazakhstan. This leads Phaeton to do its best to ensure market coverage with the right assortment of high-quality parts delivering them to its customers on highly-competitive terms.

Quarantine and lockdown in April-May 2020 drove Phaeton to start the idea of mobile workshops that could reach any car driver at their homes and offices for most

popular services like an oil change, tyre change, basic mechanics, battery charge, engine start, brake repair, air conditioning refill, computer diagnostics and many other services that can be performed on a car on the spot, having only jacks and enough workshop equipment that a minivan can take in it.

After nine months of this new workshop activity, Phaeton scaled up to three conventional workshops and two mobile services under the WINTEAM workshop concept brand. Thanks to very positive feedback from customers, the team decided to expand the WINTEAM car service by opening one more conventional workshop on 20 February 2021, which is significantly larger than existing ones. The area of the new workshop is 800 m², with the store inside being 145 m². With a convenient location, wide range of high-quality auto parts from global manufacturers, comfort-

able and convenient service for the purchase and prompt installation of auto components, and certified professionals, Phaeton's mission and ethos shines through, allowing for the successful development of the business and, ultimately, delivering customer satisfaction.

Marat Shotbayev spoke about his plans for 2021: "Obviously, we are going to face another difficult year because of the ongoing global epidemiological situation. However, our ability to transform and strive for our goals in pursuit of the noble mission will help us achieve our B2C and B2B sales targets."




KEY FACTS

The bilstein group, a family-owned business, focuses on quality and customer service with its timing chains and timing chain kits.

The bilstein group – now an IPAS supplier for timing chains and timing chain kits

Combining high product quality with a customer focus.

With over 60,000 replacement parts, the bilstein group offers repair solutions for all common vehicle types in both the private and commercial vehicle sectors. With its internationally renowned product brands febi, SWAG, and Blue Print, the bilstein group combines high quality standards with strong customer focus.

The market has recognised all the effort the company has put into developing the complete solution for timing chains. As a result, since the beginning of 2021, the bilstein group has been named an IPAS supplier for timing chains and timing chain kits.

Perfectly Meshed – Timing Chains

As part of the company's wide range of products, timing chains from febi are the perfect example of their commitment to quality. This is demonstrated by, among various other aspects:

- The chains being made of high-grade, heat-treated steel for accurate tolerance and surface quality
- Compliance with vehicle manufacturer requirements
- Thorough checks of all timing chains and system parts to ensure OE matching quality

Additionally, TRITAN® Coating is used to coat chain bolts, which counteracts the wear caused by aggressive oil-carbon fuel mixtures within the engine. It significantly reduces the wear-induced elongation of the timing chain through the reduction of friction.

Not only does the company place an emphasis on high quality standards for timing chains, but their strong customer orientation also plays an important role. febi offers over 300 timing chain kits which are designed with the customer in mind. With over 23,000 applications, the kits come complete with all the necessary parts for a timely, cost-effective, professional repair – all in one box.

Offering You More

The bilstein group offers product and technical trainings with a focus on timing chains and timing chain kits. These trainings include typical damage symptoms or installation errors, which prevent claims and minimise time losses.

About The Company

Dating back to 1844, the bilstein group is a seventh-generation, family-run company with a long and extensive history in the

world of manufacturing. As both a supplier and manufacturer, the bilstein group is a leading specialist in the Independent Aftermarket worldwide.



Quality Promise

The company exclusively offers its customers with

replacement parts of OE matching quality. As a specialist with manufacturing competence, they only include products with a high degree of installation safety and durability into their range.

The bilstein group strives to display this dedication to quality. To underline their high product quality standards, they offer a 3-year manufacturer guarantee for all products – including timing chains. This not only exceeds the statutory warranty, but it is also a real added value for everyone who trusts their products.

ATR International and BOSCH Automotive Aftermarket: partnership for growth



The long-standing cooperation ventures into new IPAS categories.

As a proud International Preferred ATR supplier, BOSCH Automotive Aftermarket provides ATR with a complete range of diagnostic and workshop equipment, workshop services and a wide range of spare parts – from new and exchange parts to repair solutions – for passenger cars and commercial vehicles.

In addition to the already existing categories of starters/alternators, wiper blades, spark plugs and glow plugs, BOSCH and ATR expand their collaboration on the following IPAS categories: brake pads/shoes, brake discs/drums, brake hydraulics, batteries, ignition parts, exhaust sensors and engine management sensors.

BOSCH eXchange – a good choice for vehicle repair and environment

BOSCH eXchange products offer premium quality, an outstanding price-performance ratio and protect the environment.

BOSCH eXchange: great advantages for workshops

The BOSCH eXchange programme for starters and alternators is, and remains, an optimal solution for value-based vehi-

cle repairs. Although some market players have been reducing their involvement with remanufacturing, BOSCH focuses even more on BOSCH eXchange to offer car and commercial vehicle workshops the associated benefits. These benefits include the extensive exchange programme of starters and alternators from various manufacturers that is continually being updated and further developed to meet the needs of workshops and their customers. It includes a high proportion of remanufactured products and can be supplemented with new products if necessary to ensure a high degree of market coverage and supply availability.

Outstanding price-performance ratio

The eXchange products are treated according to the same standards as original parts and have to pass stringent functional and quality tests. This ensures high quality and reliability at lower prices while still providing the same warranty as in the new parts programme. Featuring a price advantage of up to 30% in comparison with comparable products from new parts programs, workshops can thus offer their customers attractive repair solutions based on the current vehicle value.

KEY FACTS

The BOSCH Automotive Aftermarket and ATR venture into new IPAS territory with seven new categories while the BOSCH eXchange programme focuses on the environment and quality price-performance ratios.

Resource-saving and environmentally friendly

The eXchange programme is also a real alternative in terms of protecting the environment and climate. By remanufacturing starters and alternators, BOSCH saved around 2,700 tons of different metals* in 2019. This translates into a CO₂ equivalent (CO₂e) of approximately 7,400 tons. This amount approximately would have been emitted by producing new metal parts from scratch. It would take an entire forest of around 590,000 beech trees to absorb the CO₂e.

With the BOSCH eXchange campaign "Take part – in protecting the environment", BOSCH focuses its attention on the sustainable use of natural resources.



The role of 12 Volt batteries in electric vehicles

When the main battery of an electric car fails, the 12 Volt battery steps in to support electrical consumers and systems.



This is where already-proven solutions like AGM and EFB play to their strengths. They step in when the high voltage battery fails or switches off, to lock and unlock the car and also serve as an additional power supply to buffer the electrical system. They ensure that important safety functions such as ABS and ESP are working at all times. AGM and EFB batteries are far from being obsolete. Their construction and behavior, as well as their lack of electronics, make them a reliable and robust power source.

The VARTA 12 Volt battery portfolio is ready to support both today's as well as future electric vehicles. They have suffi-



cient spare capacity to reliably supply future consumers too. VARTA batteries deliver energy for crucial safety systems, comfort features and fuel-saving functions. Today and tomorrow.

Learn more about the VARTA products here: <https://www.varta-automotive.com/en-gb/products>

KEY FACTS

VARTA's battery portfolio offers customers a reliable power source, especially in modern electric and hybrid electric vehicles.

er supply. VARTA Silver Dynamic AGM and Blue Dynamic EFB batteries have proven their reliability in this regard for years, making them the perfect companion in supporting the 12 Volt electrical system of electric or hybrid electric vehicles.

Old but not old-fashioned

Lithium-ion batteries are considered the successor for lead-acid technology when it comes to the drivetrain of electric or hybrid electric vehicles. However, they are not as inherently robust as other rechargeable technologies and require continuous monitoring. Lithium-ion cells need protection from being overcharged and deep discharge. Additionally, they need to have the voltage maintained within safe limits, making a special protection circuitry mandatory. A further aspect of the protection circuitry is that the cell temperature needs to be monitored to detect and avoid critical malfunctions.

The role of lead-acid batteries in electric vehicles

Have you ever wondered what happens when the lithium-ion battery in a modern electric or hybrid electric vehicle stops working? Look under the hood and you will find your answer. Alongside the high voltage lithium-ion traction battery you might find a second one: a 12 Volt battery acting as a second power source to ensure the uninterrupted function of safety critical systems, in case of a traction battery failure, but also key off-loads like the central locking system.

Car drivers today find that more and more comfort and safety features like lane assist, front assist or the proactive occupant protection are handled by onboard smart systems. The same goes for the majority of the car's monitoring functions which are also operated by automatic control systems. This, in turn, increases the need for a reliable, high-performance pow-

Repairs made easy:

Parts for electric parking brakes directly from the OEM



ATE_Bremssattel original Continental has expanded its range of services to give independent workshops access to OEM parts for repairs of the electric parking brake, which is installed as standard in many high-volume vehicles.



ATE_Bremssattel tornadorot Continental offers the brake caliper not only in the standard metal version. For cars with coloured brake calipers, matt black, tornado red and ultramarine blue are also available.



ATE_actuator With the ATE original part actuator, workshops do not have to replace the entire caliper unit but can simply replace the defective part.

Let's face it: cars are a complicated business. Vehicle technologies today are advancing faster than ever, with parts and products becoming more and more complex. While many of these new developments directly benefit the safety and comfort of the driver, the associated repairs often present workshops with a difficult and time-consuming task.

OE expertise for workshops

Electronically controlled parking brakes are one such example. They are already standard in numerous vehicles and gradually replacing mechanical hand brakes. Continental's electric parking brake systems are installed in many volume models of VW, Audi, Skoda and Seat. To make repairing these systems much more time and cost-efficient, Continental has expanded its range of associated services. Under the product brand, ATE, the technology company now offers both the actuator and a pre-assembled brake caliper unit in original quality. For the first time, independent workshops now have economical alternatives for repairing electric parking brake systems by profiting from Continental's OE expertise.

Economic alternative: the original part actuator

During its operation time, the parking brake's actuator is subject to heavy loads and, therefore, likely to fail before the actual brake caliper. In this event, workshops previously had to replace the entire caliper unit. With Continental now adding the original part actuator to its aftermarket portfolio, mechanics can simply replace the defective part – and thus have a high-quality, cost-effective and fast alternative for repairs.

Brake caliper unit facilitates repairs

A defective brake caliper, on the other hand, usually means that the actuator has to be replaced as well. If a vehicle is driving with a broken caliper, the actuator will try to compensate for the failure by running at extremely high power, making it prone to break as well. Continental's new caliper unit will facilitate the complete replacement of the broken parts. Since actuators and calipers are already pre-assembled, workshops only have to install the component and calibrate it. This saves time and money all around.

Good to know: Continental offers the brake caliper not only in the standard metal

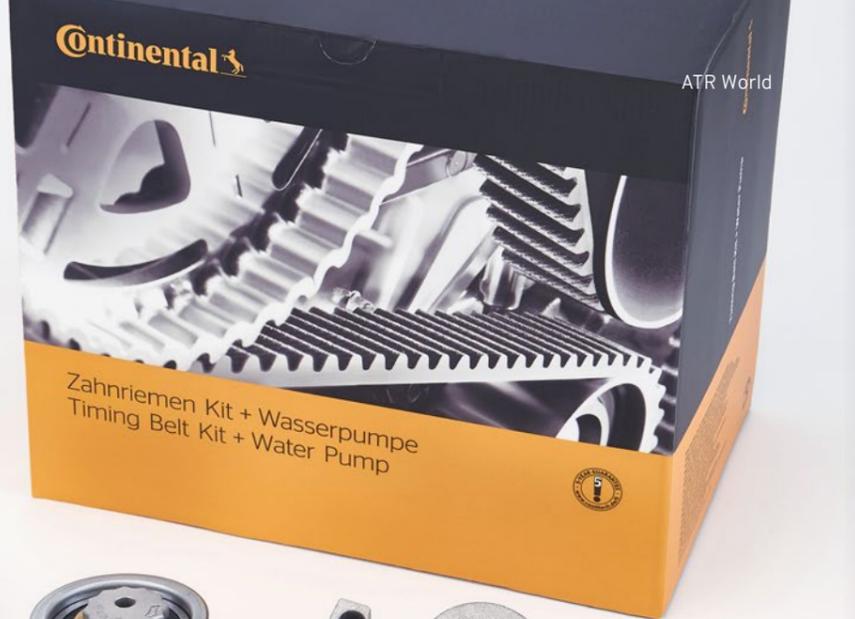
version. For cars with coloured brake calipers, matt black, tornado red and ultramarine blue are also available.

All-round support

With product complexity steadily increasing, Continental believes in comprehensive support services to make workshops and dealers fit for the future. For that reason, its experts also pass on their OE knowledge where it's needed. On Continental's central training platform, [morecontinental.com](https://www.morecontinental.com), workshops can find numerous courses on basic electrical practice, the design of modern assistance systems, brake maintenance and diagnosis, including an object-based e-learning programme specially for the electric parking brake.

KEY FACTS

Continental now produces brake calipers and actuators for the aftermarket, improving vehicle efficiency while making it easier for mechanics to repair or replace.



Now containing even more for professionals: expanded offering for PRO kits

PRO water pump kits to service Volkswagen TDI engines are new additions to the company's offer.

The PRO water pump kits for 1.6l and 2.0l TDI engines from the Volkswagen Group are brand new additions to the range. Apart from the water pump, timing belt, tensioning pulley, idlers and other consumables, these also include the belt for the oil pump.

This is a sensible move because the engines in question have a deserved reputation for their longevity. Because of the high mileage achieved during these vehicles' lifetimes, a second timing belt change may well be necessary. If not al-

ready carried out, the oil pump belt should also be replaced at that stage. And the new PRO kits mean that mechanics have all the parts immediately at hand for such an eventuality.

Tip: If you want to play it absolutely safe, the oil pump belt should always be replaced at the same time as the water pump because changing the timing belt is a really time-consuming repair. It is, therefore, more efficient and safer to replace such minor consumables at the same time, especially as they have al-

ready been removed. The PRO kits are, therefore, actually always the right choice.

Workshops love the PRO kits. In total, the range now features 42 such kits for the timing gear. "We are continually expanding the range and are very happy to receive suggestions from workshops as to which engine types and combinations would be particularly welcomed," says Adrian Rothschild, head of product management EMEA in the Continental Power Transmission Group.

KEY FACTS

Continental's new range of PRO kits features 42 such kits for the timing gear, offering workshops a more efficient and safer option for oil pump belt and water pump replacements.



by **BorgWarner**

Making sense of exhaust sensors

Delphi Technologies' range of exhaust sensors provides access to the right solution, for the right fit, at the right time.

Today's vehicles are equipped with, on average, 60 to 100 sensors, while premium models may have up to 200, with advanced vehicle sensor development driven by increasing electronic content, and the need for reduced emissions. As these newer vehicles age, workshops will need access to high-quality replacement sensors – here is where Delphi Technologies comes in.

Delphi's experience as a leading OE manufacturer allows them to offer a premium exhaust sensor solution. Delphi's aftermarket customers have access to over 1,000 sensors in range, all OE tested and calibrated to ensure accurate readings for better emissions control, fuel economy, and engine efficiency.

Delphi's comprehensive exhaust sensors line combines OE technological innovation with leading vehicle coverage, OE-level diagnostics, training, and technical support to deliver a full-service aftermarket solution to meet all your needs. Make sense of sensors with Delphi Technologies.

DPF sensors

Measuring exhaust backpressure and signaling when the power-train control module (PCM) should begin a regeneration process to clear the filter of diesel particulate matter (DPM), or soot, Delphi's sensors are OE engineered and calibrated to deliver high accuracy for precise control and measurement.



Oxygen sensors

As a leading OE manufacturer for O₂ sensors, Delphi's sensors have the industry's fastest light-off at 6 seconds. Designed with an exclusive poison-protection coating to guard against contaminants and reduce the risk of early failure, each sensor is tested for up to 15 years/150,000 miles.



EGT sensors

Withstanding temperatures from -40°C to 900°C while taking less than 11 milliseconds to jump 300°C, our EGT sensors are robustly designed with platinum thin-film RTD for a long-lasting, high-performing part with greater response times and accuracy in broad temperature ranges.



Cleaner. Better. Further.

delphiaftermarket.com



KEY FACTS

Backed by 35+ years of OE innovation, the Delphi Technologies exhaust sensor range provides workshops with high-quality replacement sensors.



Learn more about Delphi Technologies aftermarket solution: <https://www.delphiautoparts.com/gbr/en/category/engine-management>



eVidens

Enhanced Visual Inspection feature improves e-Videns tool

DENSO has released the latest version of its vehicle inspection system, e-Videns.

The new update not only increases the tool's speed and coverage, it also allows technicians to completely customise the inspection by selecting from a range of modules, tailoring the checklist and order to suit the vehicle and the time available.

Central to the update is an overhaul of the 'Walk Around' tool – which is now branded 'Visual Inspection'. Significantly expanded from its previous guise, Visual Inspection gives technicians a thorough checklist of more than 100 parts to inspect for wear and tear, covering a variety of categories: general and OEM maintenance, service acceptance check, and seasonal checks including tyres.

Users can choose the appropriate level of inspection from a colour-coded menu offering four main options, including a service maintenance check, summer inspection, winter inspection, and service acceptance check.

No single module is mandatory – the user has complete control over which checks are applied, and in what order. As a result, Visual Inspection is a hugely flexible tool suitable for any form of vehicle assessment, whether undertaken by mechanics or by dealerships looking to check the condition of part-exchange vehicles. Additionally, its coverage has been expanded to include an estimated 98% of the European car parc (petrol cars from

2003 onwards and diesel cars from 2006 onwards), with selection options including VIN, registration number or make/model to make it easy for users to find the correct vehicle.

Despite its comprehensive nature, it's quick and easy to use: inspections can take as little as 12 minutes, and even a full inspection incorporating the entire checklist can be completed in an hour.

Regular updates

First launched in 2018, e-Videns is an end-to-end vehicle inspection software system for the independent aftermarket, renowned for its ability to manage every aspect of the process – including driver interview, system scan, visual inspection, engine health check and reporting. It interfaces directly with available vehicle systems for error codes, monitors live engine data under various operating conditions, and gives technicians the same reset functions as OE equipment, meaning there is no need to switch to dedicated reset gear after inspections are complete. e-Videns also brings the customer into the loop on the progression and results of the inspection, allowing workshops to deliver an easy-to-read report accessible via the cloud.

e-Videns already has a reputation for being innovative, and this innovation is reflected in the regular updates the sys-

KEY FACTS

DENSO's e-Videns vehicle inspection system is now called Visual Inspection and can help mechanics and vehicle owners completely customise inspections to suit their needs.

tem receives. Already since launch, it has expanded its language support to cover 15 languages, and added functionality for service interval reset – including service time and mileage, oil time and mileage, and brakes – and diagnostic trouble code reset. Additional new features are constantly under development, meaning users can always look forward to getting additional benefits from the tool.

"We have always been proud of the unrivalled functionality and flexibility e-Videns delivers, allowing technicians to back up DENSO's OE-quality parts with efficient and easy-to-understand service to the customer," said Gerard Magielsen, DENSO Senior Engineer. "What we're most proud of is that e-Videns continues to improve and take advantage of new technological developments to bring even more benefits to workshops. The roll-out of the expanded Visual Inspection ensures that e-Videns remains the most cutting-edge tool of its kind."

MOOG® highlights key differences in steering and suspension parts that can affect customer safety and satisfaction



Choosing the best parts requires understanding of supplier's commitment to innovation, manufacturing excellence and quality assurance.

There are many reasons why today's passenger vehicles offer significantly better steering and handling performance as compared to older models. Among these reasons are the use of highly advanced steering and suspension components engineered to dramatically improve steering feel and responsiveness. And when it's time to replace any of these parts, the choice between one brand and another can make a huge difference in vehicle performance, reliability, safety and owner satisfaction.

MOOG®, a premier global brand of steering and suspension parts, has built its reputation over the past 101 years by developing products that offer distinct advantages over competing designs. From intensive research into the unique operating demands of each new generation of vehicles, to the use of best-in-class materials and designs, to world-class manufacturing and quality control, MOOG® stands apart in its commitment to "go the extra mile" for automotive repair professionals and their customers.

"To the untrained eye, one brand's steering or suspension part might look very similar to the part from a competing supplier," said Davor Horvat, business line leader, steering and suspension, EMEA. "But when one of those products has arrived in a MOOG® box, the workshop owner and technician can be confident it will help them perform a superior repair. The ultimate benefit of choosing MOOG® is that you have the



KEY FACTS

DRIV's MOOG brand of steering and suspension parts takes its innovation to the next level with its Hybrid Core Technology, minimising radial deflection in a part's service life.

peace of mind that comes with installing better performing, longer lasting parts on your customers' vehicles."

This important benefit is the result of an array of innovative steering and suspension technologies combined with next-generation manufacturing and quality assurance processes. Many MOOG® components for the European market are assembled and validated exclusively in the brand's state-of-the-art manufacturing facility in Barcelona, Spain. Dedicated, in-house assembly and quality control help ensure that each part will provide exceptional performance in even the most demanding operating environments.

Product design is equally important. The latest of hundreds of MOOG® innovations is Hybrid Core Technology, which utilises carbon fibre reinforcement to significantly increase bearing durability in control arms, ball joints, tie rod ends and axial rods. In addition, this exciting new design features ball studs that have been treated through an induction hardening

process that provides a five-fold increase in surface hardness and which can double stud strength. As an additional benefit, Hybrid Core Technology helps minimise the gradual increase in radial deflection, or "play", over the part's service life, thereby extending the precise steering feel and controlled suspension movement preferred by many vehicle owners.

"Hybrid Core Technology represents another important milestone in MOOG® history and a new benchmark in product performance and durability within the automotive service industry," said Horvat. "MOOG® has earned the trust of customers around the world through a relentless focus on innovation, quality and performance, and we are building on this heritage with every part that comes in a MOOG® box."

To learn more about MOOG® products, training and support, please visit www.moogparts.eu.

Cylinder head covers – complete – ready to install

Elring – Das Original launches new product group.



For many years, a number of different Elring-Klinger AG plants have been producing polyamide-plastic granulate valve covers, oil sumps and housing covers as original equipment for a range of car and truck manufacturers. The foundation for this success story was laid in 2000 with a series production order for the Ford Zetec 1.8 / 2.0 L engine. Since then, the company's portfolio has grown constantly to several hundred products.

The spare parts market can now also benefit from this wealth of knowledge surrounding the design of the parts, the selection of the materials and the high quality of the final production.

To launch the new product group as part of the comprehensive Elring – Das Original portfolio, the product management team made an initial selection.

They chose eight valve covers suitable for popular BMW engines, as well as for MINI, Peugeot and Citroën. An oil sump for BMW has also been added to the product range.

Valve covers as spare parts?

At first glance, valve covers do not necessarily seem like conventional spare parts.

But what leads to failure and replacement?

The polyamide used ages under the influence of the engine heat and can warp. This takes place to an extent that a new valve cover gasket can no longer compensate for the slight warping during replacement.

The ageing process can also lead to cracks in the cover itself. These are often located at positions in the engine compartment that are very hard to spot. However, they are mainly around the plug shafts. The typical symptom of the fault is spark plugs standing in engine oil. Very fine hairline cracks are extremely difficult to find as they cannot be seen with the naked eye when the cover is fitted.

However, it is not just the ageing process that can lead to leaks. Simply replacing a leaky valve cover gasket can lead to problems. Non-compliance with the specified torques or tightening the screws in the incorrect sequence can easily lead to fractures and cracks in the cover. This is particularly the case on older vehicles with high mileage.

In all these cases, replacing the valve cover is unavoidable.

Another important reason why the valve cover might have to be replaced occurs in engines where the positive crankcase ventilation is fitted in the cover itself.

Replacing the spring and membrane is often not possible or advised as the perfect installation necessary is difficult to achieve.

Everything ready for easy installation

Elring's cylinder head covers are supplied, ready to install, complete with gasket and screws in the usual Elring quality. The valve covers are delivered in a robust and well cushioned box that gives the covers the protection their importance merits. They also come with comprehensive and detailed installation instructions. According to manufacturer specifications, with some valve cover gaskets a small amount of sealing compound has to be applied to the cover at certain points before final installation.

KEY FACTS

Elring – Das Original expands portfolio with valve covers for BMW, MINI, Peugeot and Citroën, with an oil sump for BMW.



E-Start drives repair opportunities



A new brand from a well-known manufacturer with a long OE pedigree is providing fast and reliable solutions for professional mechanics in the hybrid vehicle repair market.

KEY FACTS

Instrumental with the development of belt-driven starter generators and their E-Start range, Gates addresses hybrid vehicle needs in the aftermarket.

The E-Start™ range, from Gates, is making the identification of the correct OE quality belts, tensioners and kits for the right hybrid applications much easier for installers. At the same time, it is helping garages to reduce vehicle downtime while increasing customer satisfaction. At the distributor level, E-Start is delivering major benefits by recording fewer comebacks and boosting future sales potential.

Gates involvement in hybrid vehicle research and design is well documented. In collaboration with the majority of vehicle manufacturers, the drive systems manufacturer helped drive development of the Electro-Mechanical Drive (EMD) specifically for hybrid vehicles fitted with belt-driven starter generators (BSGs). BSGs play a key role in fuel economy and emissions reduction by shutting off the engine when the vehicle becomes stationary. As well as re-starting the engine, they also recuperate energy during the braking process. This helps to maintain the vehicle's battery charge. In service, the Gates EMD has proven to be among the quietest stop start systems on the market. EMD was the original Gates brand name for the hybrid parts range.

E-Start succeeded EMD as the premium brand. There are 29 E-Start Micro-V® Belts. These have replaced the Micro-V Stop & Start belts that were catalogued with EMD part numbers. An initial 12 E-Start Micro-V Belt Kits are also available. These include the specific E-Start belt for each application, as well as the appropriate highly engineered E-Start tensioner for each application.

Identifying and fitting the correct belt and tensioner for each hybrid vehicle is vital because the operating tension inside the BSG far exceeds the tension found inside standard belt drive systems. Consequently, E-Start belts are developed from EPDM compounds with aramid cords because the strength and durability of each belt needs to be far more robust than standard Micro-V belts.

New packaging and sleeves align the belts and tensioners of the E-Start range with the hybrid repair market. Perhaps more importantly, they distinguish them more clearly from the standard Micro-V range products. A complete range of

E-Start marketing materials is providing sales support for distributors. These materials highlight:

- High-load and flex design of the belts
- Capacity and durability for over 600,000 start-ups
- Proprietary rubber compound coupled with advanced adhesion technology
- Enhanced Aramid fibre cord material
- Ultra-quiet construction for ultimate noise resistance in all conditions

Gates has always responded to technological change. Having been instrumental in the development of BSGs, the switch from EMD to the E-Start brand shows that Gates can address the emerging needs of installers as more hybrid vehicles enter the aftermarket, as well as helping to associate belts and kits manufactured by Gates more strongly with the repair of hybrid vehicles.





The striking HELLA radiator grille illumination gives vehicles an individual and unmistakable appearance.



An attractive appearance

Lighting and electronics expert, HELLA, has systematically positioned itself in the emerging field of vehicle body lighting early on.

HELLA opened a state-of-the-art competence centre for car body lighting in Ljubljana, Slovenia, back in 2016 and has since been driving development in the field of car body lighting forward at full speed and with a great deal of innovative strength. Among other things, HELLA focuses on creating highly integrated lighting solutions, such as in a German premium manufacturer's sports utility vehicle (SUV), for which HELLA co-developed the illuminated radiator grille.

The result is an unmistakable design that spectacularly highlights the front

of the vehicle in striking lighting. In every respect, the premium vehicle is a pleasant contrast to the "design monotony" often encountered and creates "highlights" in the truest sense of the word. Especially in view of increasing electrification, attractive vehicle lighting is becoming more

and more important, because electric vehicles no longer require classic engine cooling and open up new possibilities for vehicle design by integrating the front of the vehicle. By designing individual light signatures, the vehicles can be given a much higher degree of visual individualisation.

In the field of electric vehicles, HELLA recently planned and developed radiator

grille lighting with an individual "design character line" for both a premium and volume manufacturer. The vehicles will both be launched in early 2021. For one of the

design solutions – dynamic grill lighting – 130 LEDs are used, which are fed into a thick-walled edge light guide and create a unique crystal effect. Another design in development is a panel of over a metre wide, which will be used in the front area of a European electric vehicle brand and,

"Light is the new chrome."

Dr. Frank Huber, HELLA Management Board Member for Lighting Division

KEY FACTS

HELLA, a lighting and electronics expert, has been involved in the planning and development of radiator grille lighting for both premium and volume manufacturers, with both vehicles launching in early 2021.

in addition to its convincing appearance, also has a technical treat to offer: the panel has a particularly great surface quality and is also radar-permeable for automatic distance control. As a system integrator, HELLA has all the core competencies required to bring such innovations to the road.



KYB looks at the relationship between shocks and stability control



Electronic Stability Control (ESC), is an electronic system that helps prevent a vehicle skidding. At least 40% of fatal road accidents are the result of skidding: ESC can reduce this by up to 80%.

Most accidents occur when the vehicle is driven beyond its traction limits like during over-steer or under-steer or driving too fast for the conditions. ESC senses when the vehicle is rolling or leaning too far or when the tyres begin to lose traction. It can instantly reduce engine speed and can apply one of the individual wheel brakes just the right amount to keep the vehicle in control.

Despite ESC being a common safety standard on all new cars, its effectiveness is limited by the condition of the tyres and suspension. When the ESC is calculating corrective measures to avoid a skid, it assumes the suspension and the tyres are in good condition. It was calibrated when the car was brand new, so it needs good quality components to carry out the corrective measures. If it sends a signal to the rear left wheel brake, but the tyres are worn, the vehicle might not have the required grip available to avoid going into a dangerous skid.

Shock absorbers are vital in keeping tyres firmly in contact with the road surface. While the coil spring compresses to absorb a bump, the shock absorber extends the spring smoothly to restore a level ride height and maximum contact between tyre and road, allowing the vehicle to steer and brake safely.

Just like the example with the worn tyre above, if the ESC sends a message to the rear left wheel brake, but the shock absorbers are worn, the vehicle might not have the required grip available to avoid going into a dangerous skid. All major OE manufacturers, such as KYB, agree that after 80,000km the shock absorber is no longer operating the way the vehicle manufacturer intended and will not

provide the road surface contact that the ESC requires to do its safety critical job.

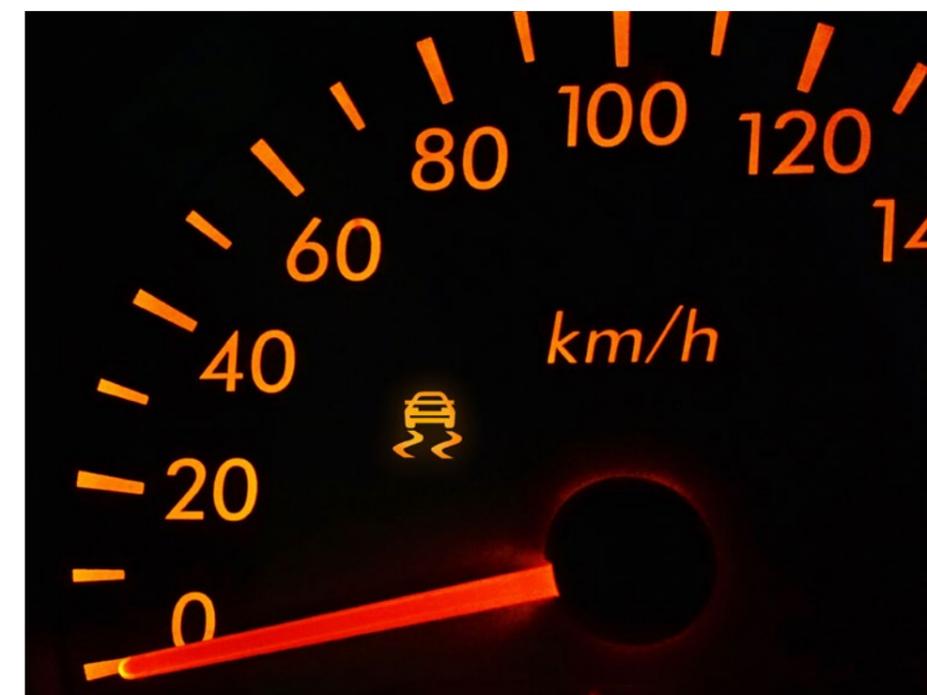
For the same reason, it is essential to choose a trusted OE supplier such as KYB. KYB will never downgrade technology - so if the vehicle has gas as OE, KYB will not offer an oil downgrade, as the vehicle should always be restored to OE performance or better. Low-quality brands will often offer the downgrade in a bid to be the cheapest on the market: stripping out vital components such as internal rebound springs to save cost, meaning they can't perform to the level required by ESC.

There is only one difference between KYB shock absorbers that are sold as OE to vehicle manufacturers and those that

are sold into the aftermarket, which is a very slight change to the tuning of the valves, to compensate for the wear of other components in the suspension system that will not have been replaced. This ensures the ESC is as in tune with the vehicle as it can be.

KEY FACTS

Electronic Stability Control (ESC) is designed to help prevent vehicles from skidding and is produced to compensate for tyre/vehicle wear and tear.





MAHLE OzonePRO effective against coronaviruses

Certified laboratory demonstrates around 99.7 percent reduction in the number of active coronaviruses, with a cleaning cycle of just 35 minutes needed.

MAHLE's OzonePRO unit is effective against coronaviruses. This has been proven through analysis conducted by Eurofins Biolab Srl, a laboratory certified by the Italian Ministry of Health. In the course of the tests carried out, it was confirmed that the MAHLE OzonePRO unit reduces the number of bovine coronaviruses (BCoV) by around 99.7 percent within 35 minutes.

"The results confirm the MAHLE OzonePRO's high virucidal efficacy. This is another advantage of the unit, which is already extremely popular and in demand among our customers," says Olaf Henning, Corporate Executive Vice President and General Manager MAHLE Aftermarket.

To avoid exposing laboratory staff to risk, bovine coronaviruses, which are less harmful, are used for such tests. These are very similar to the SARS-CoV-2 viruses that cause COVID-19. As they actually tend to be more resistant, however, it is safe to presume that the MAHLE OzonePRO is even more effective against SARS-CoV-2 viruses.

While the sanitising process is underway, the MAHLE OzonePRO sensors continuously measure the concentration of ozone produced in the environment and keeps this constant. At the same time, the MAHLE OzonePRO helps to avoid excessive ozone values. This can prevent oxidation damage to interiors, for example. The unit is fully automated and notifies the user via the related app when the

KEY FACTS

MAHLE's OzonePRO unit can reduce bovine coronaviruses (BCoV) by about 99.7 percent after a 35-minute cleaning cycle. The device can sanitise an area equivalent to a coach bus.

35-minute process is finished. With an ozone output of 5,000 mg/h, one unit can sanitize interiors with a surface area of up to 30 square metres or a volume of around 75 cubic metres, roughly equivalent to the volume of a coach. Weighing only three kilograms, the unit is also easy to handle, making it a convenient and efficient workshop assistant.

Now even more recycled fibres in air filters from MANN-FILTER



Working with resources sustainably goes without saying for leading global filtration expert MANN+HUMMEL. For example, one contribution to sustainability is the improved MANN-FILTER air filter C 24 005, with its renewed filter medium made from recycled synthetic fibres.

One square metre of filter medium now contains plastic from up to six 1.5-litre PET bottles," said Jens Weine, Product Range Manager Air and Cabin Air Filters at MANN-FILTER. "This meant we could triple the proportion of recycled fibres and make an important contribution to the conservation of resources."

More air filters will now follow in the footsteps of the C 24 005. The green colour of their recycled fibres makes these air filters look different to the others. They meet the replacement intervals prescribed by the vehicle manufacturer even under dusty conditions, and are charac-

terised by their flame-retardant properties. Also the new MANN-FILTER air filters are supplied in OEM quality.

Thanks to the multilayer MICROGRADE A-S medium, the separation efficiency of the C 24 005 air filter is up to 99.5 percent, when tested with ISO-certified test dust. With its high dirt holding capacity throughout the entire service interval, the air filter requires only 30 percent of the filter medium area of traditional air filters based on cellulose media. The fibres of the renewed medium are certified according to Standard 100 by Oeko-Tex, meaning they are tested for pollutants and declared non-harmful.

Filters from MANN+HUMMEL are in continuous development. As well as meeting technical specifications, one of the most important factors for MANN+HUMMEL is sustainability.

Further information about MANN+HUMMEL is available at <https://www.mann-hummel.com/en/>

KEY FACTS

The improved MANN-FILTER air filter C 24 005 comprises up to six PET bottles in one square metre of filter medium and features high separation efficiency over the entire maintenance interval.



Important new water pumps

Metelli Group presents a series of important new water pumps to the market under the Metelli, Graf and KWP brands, for GM and VAG group engines.

Opel-Vauxhall (GM) engine

Metelli Group has introduced five new product codes to the market: 24-1416-8 / 24-1418-8 / 24-1415-8 / 24-1417-8 / 24-1419-8, featuring a construction solution designed in-house that differs from the original, but which can be fitted to these vehicles and is fully interchangeable.

These products for Opel-Vauxhall (GM) 1.0 petrol engines and 1.3 CDTI, 1.6 CDTI, 1.7 CDTI and 2.0 CDTI diesel engines are used on leading models such as the Adam, Astra H, J, K, Corsa E, Insignia A, b, Meriva B, Mokka and Zafira C, covering more than 1 million vehicles in Europe. All products come with seal and electrical plug, ready for installation.

Audi - Seat - Skoda - Volkswagen (VAG) engines

Metelli Group has added a new pump product code to its range, which differs from the current 24-1360-8 / PA1360-8 / 101360-8 (already available in the catalogue) in that the cable with connector is already installed, thus preventing the installer from having to carry out a further operation. The new product code 24-1360A-8 / PA1360A-8 / 101360A-8 in a non-switchable version is suitable for the 1.6 and 2.0 TDI engines of the VAG group.

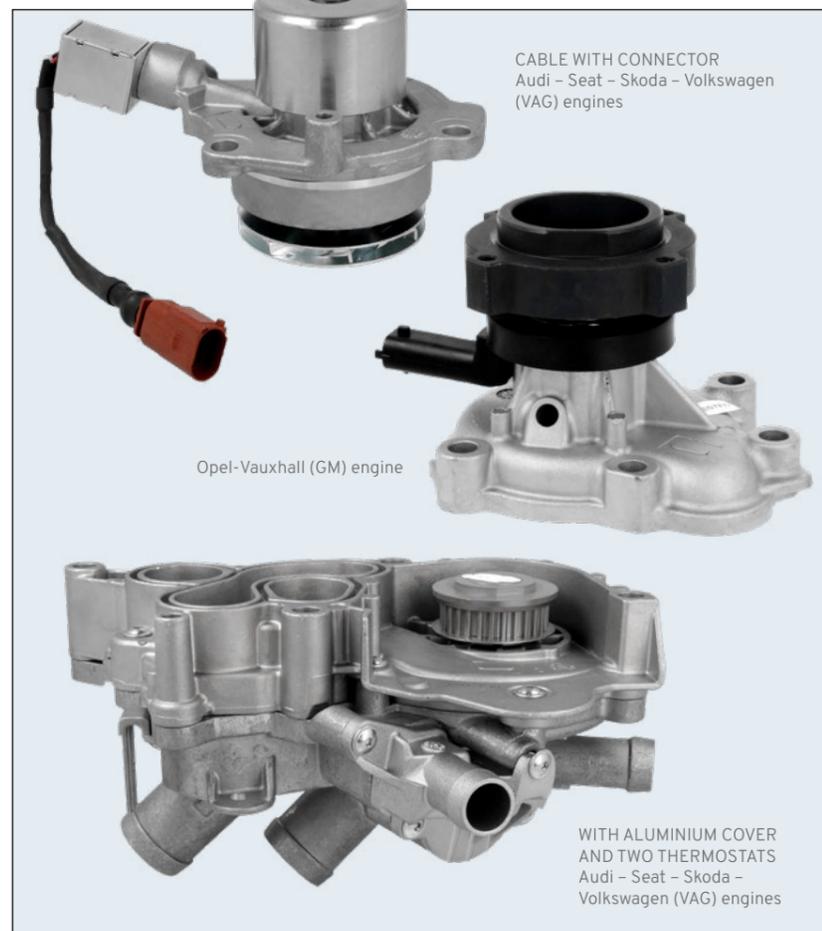
Once again, the technicians at Metelli Group have succeeded in further improving the original product. Following an analysis conducted by Metelli, supported by reports from the market, it has

emerged that the original plastic cover becomes deformed when exposed to high temperatures inside the engine, causing significant damage that results in coolant leaking out between the pump and the cover itself. Metelli's solution to this issue is to make the entire water pump, including the cover, from aluminium, in order to ensure greater resistance to high temperatures. The pumps are also equipped with two internal thermostats.

This solution is already available with product codes 24-1372/24-1373/24-1420 for key applications within the VAG group (A1, Q2, A3, A4, Arona, Ateca, Kamiq, Karoq, Golf VIII, T-Cross, T-Roc) and is fitted on 1.0 TSI, 1.2 TSI, 1.4 TSI and 1.6 engines, covering almost six million vehicles across the EU.

Choosing a Metelli, Graf or KWP water pump is a quality choice that is super guaranteed by the Metelli Group.

metelligroup
AUTOMOTIVE PASSION



KEY FACTS

The Metelli Group's Metelli, Graf and KWP brands of water pumps are a quality choice for several OEM engines.



From left to right:
Anja Thomsen
Christian Lamon
Klavs T. Pedersen

Nissens
DELIVERING THE DIFFERENCE

A bright future and high business potential available from Nissens

Following last year's remarkable business breakthrough with ATR members, Nissens' air conditioning system parts join their engine cooling parts by gaining IPAS status.

While the Danish radiator supplier is turning 100 this year, for several decades now the brand has been broadly known for more than engine cooling. Nissens Automotive is, today, a recognised aftermarket specialist within automotive thermal and efficiency systems.

After the past year's success in engine cooling parts distribution, distribution of Nissens' climate parts have rapidly grown throughout ATR and has now gained IPAS status. This means that group members can fully benefit from the unique offerings of key air conditioning system components which form a competitive spare part range to all vehicle segments, including hybrid and electric cars. Nissens' Climate Programme is also market-acknowledged by its high availability and exceptionally wide range reflected in supreme car parc coverage of up to 96% for some of the major components.

"The excellent cooperation with ATR and its remarkable results when it comes to the engine cooling parts distribution is a privilege for us," said Christian Lamon, Global Key Account Director. "Now, with the newly acquired IPAS status for our full range of thermal management products, we look forward to broadening the network of those who can benefit from our unique offering. We are glad to officially present a trusted business opportunity and further, solid growth perspectives."

The last century of Nissens' brand story was marked by a tremendous evolution, growing their footprint in the IAM. The

company's image has transformed from a simple radiator supplier to a complete system parts provider. The 'Delivering the Difference' tagline clearly depicts the company's approach and the go-to-market strategy, synchronising with IAM-specific needs. It conveys a value proposition message that translates into business-tangible benefits.

"Our solution for the aftermarket has always been based on a competitive and thoroughly selected product portfolio," elaborated Anja Thomsen, VP Sales. "However, what makes Nissens unique is the range of value-adding concepts intended to enhance the businesses of our partners. While increasing your sales perspectives, we can also optimise your business' efficiency. Freeing up networking capital by inventory management solutions or lowering the overall transaction cost by the product range are a few of the many verified solution examples."

If you're looking for better data integration, higher supply-chain effectiveness, or steps that aid cost reduction in logistics, Nissens' experts are available to further strengthen your position. Equally, when it comes to dealing with high technical level expertise, which is highly demanded in the industry nowadays, Nissens' Training Concept is a second-to-none solution. The knowledge-sharing platform offers world-class, high-quality training available as personal online sessions, self-learning, or live audience training, accessible on all continents and in 15 languages.

As an IAM-oriented player, Nissens recognises the ongoing changes in the aftermarket and the impact that new technologies are having on it. The company strives to stay on top of the changes, to help ensure not only their success but their partners' as well.

"We all know the future will move the IAM in new directions," stated Klavs T. Pedersen, Executive Vice President. "But we also know the heat exchange process is equally relevant for new technologies, including batteries, system cooling, and heating, that, with the new energy vehicles car parc's growth, will place an increased demand on new types of systems and spare parts. There will still be the need for a reliable supplier who can ensure stability and growth. With the great education of the past 100 years, we dare to start the future journey and we are already working to offer an optimal, high-potential market solution for tomorrow."

To learn more visit nissens.com. To follow the latest product novelties launched by Nissens, visit their new digital platform: <https://showroom.nissens.com/>

KEY FACTS

Nissens' air conditioning system parts receive IPAS status, in addition to their engine cooling parts.

Innovation at the core of NTN-SNR's DNA

In light of the many trends that affect the industrial world daily, NTN-SNR, a global leader in automotive parts, uses its 100 years of know-how to focus on innovation in order to offer products that always perform better and are more respectful of current and future preoccupations.



new bearings, transmission joints and other modules. Better performing and more environmentally friendly, they enable various measurements that feed into the on-board computers.

Mobility

In light of the new environmental restrictions facing mobility today, NTN-SNR, the only supplier to design and manufacture wheel bearings and transmission joints within the same group, is working on re-designing wheel assembly, greasing and sealing. Always more reliable, these products will thus satisfy European and global norms aiming to reduce vehicles' environmental impact.

Leader of the "corner wheel" market, the supplier is also rethinking how the



suspension buffers come into contact with the suspension spring for optimal functioning. By choosing to introduce an aluminium component,

NTN-SNR is responding to requirements both in terms of environmental responsibility and in terms of costs, while simultaneously improving the mechanical performance of the items.

More globally, as part of a drive to become more environmentally friendly, NTN-SNR is reviewing its industrial processes to ensure that they, too, are environmentally responsible. Ninety-nine percent of waste is recycled at the plants, and non-destructive control methods based on an aqueous product are used, for example.

Electrification

Conscious of the strong growth of the electric and hybrid markets, but also of



KEY FACTS

To answer to automotive market trends, NTN-SNR is focusing its innovation research on electrification, the reduction of friction, making vehicles lighter, developing new sensors, simplifying maintenance and the use of 'green material'.

the constraints on electric motors and associated reducers, NTN-SNR is developing high-performance bearings that consider the very high operating speed of the engines and the issues of electric insulation.

At the same time, NTN-SNR is working on diversifying on-board equipment as well as on new architectures with bearings that are increasingly compact and high performing, which allows speed and angle measurements as required by the new engines. Materials and coatings, more or less conductive lubrication, sealing and geometry of the bearing are some of the areas where new ideas are being developed for optimised and reliable electric motors.

Automation

Autonomous vehicles are a future market of the automotive industry.

As data and telecommunication are at the heart of the operation of this technology, NTN-SNR is now working on mechatronic requirements, in particular for angle sensors or monitoring. NTN-SNR's predictive maintenance offering is based on its ASB® know-how and specific algorithms.



INDUSTRIE SALERI ITALO
Premium water pumps

KEY FACTS

In addition to becoming an IPAS supplier of water pumps at ATR, Saleri has been expanding its client list, award wins and competitive outlook with international expansion and acquisitions.

Saleri becomes IPAS supplier for water pumps

The company had a long-standing vision of achieving IPAS status and, in turn, becoming the main ATR water pumps supplier. In 2014, Saleri signed the first cooperation agreement and, at the beginning of 2021, Saleri's efforts were rewarded by ATR with the IPAS status recognition.

Industrie Saleri Italo S.p.A is an Italian automotive water pump specialist. The company's position is strengthening as one of the leading European manufacturers of water pumps and as a key player in the independent aftermarket. Innovation lies at the heart of its success.

The company supplies original equipment to such prestigious automotive brands such as Audi, BMW, Ferrari, Fiat, Ford, Maserati, PSA, Opel, Aston Martin and Porsche, and in the past few years added even more names to its illustrious client list, such as Hyundai, Mercedes, McLaren and Lamborghini. This activity resulted in a global turnover of more than €150 million in 2019.

Saleri has demonstrated a deep commitment to R&D over many years, actively collaborating with car makers to help reduce their vehicles' fuel consumption and CO2 emissions. This work has resulted in many innovative solutions, such as electric pumps for the main engine circuit and auxiliary applications, variable water pumps and electromechanical water pumps.

Being competitive on traditional water pumps, and already developing all-types of this product for the OE segment from design to mass production, Saleri is a strategic partner for the aftermarket. The automotive sector is rapidly changing and adapting to new technologies; therefore, it is crucial to establish a partnership with a manufacturer able to intercept and respond to the market's needs.

Awards

In 2014, Saleri won the Automechanika Innovation Award with its modular water pump, a new solution that allows regulation of the flow of liquid within the cooling system and also generates reductions in fuel consumption.

In 2018, Saleri was honoured as a finalist in the OE products category at the Automechanika Innovation Awards for its latest technology, the electromechanical water pump (EMP). The company's next generation of hybrid and 'intelligent' water pumps, capable of operating either electrically or mechanically, will provide

this evolving market with the highly versatile, dynamic applications needed to meet the requirements of tomorrow's vehicles.

Outlook

In 2018, a minority shareholder took a stake in the company. The new fund will help to accelerate Saleri's growth plans, to assess strategic acquisitions and to list on the stock exchange over the next years.

In July 2019, a 100% interest in ABL Automazione S.r.l. was acquired. The company produces automated assembly lines and equipment. It is recognised as a specialist supplier to the automotive industry.

In October 2019, Saleri Mexico was founded. This new subsidiary manufactures and distributes water pumps and cooling systems for the automotive industry, targeting car makers in North America. It has been operational since Q4 2020 and, in turn, has enabled the Saleri Group to expand its international presence.



Safe on the road with our FAG chassis parts

Over recent decades, Schaeffler has managed to earn the trust of its customers and consistently deliver the highest quality.



By becoming an International Preferred Supplier for FAG wheel bearings, Schaeffler has continuously focused on gaining the credibility and loyalty of ATR partners, which is one of our main pillars for a successful cooperation.

Fast acceleration and braking, bumps and potholes, tight bends, heavy rainfall, snow, gravel, cobblestones, and sand are all things the chassis has to compensate for – in extreme cases within seconds – while keeping the vehicle safely on the road, ideally so that the driver hardly notices the fast-changing conditions. It requires detailed knowledge of the overall chassis system to ensure safe and agile handling as well as to develop components whose attributes help improve fuel consumption and exhaust emissions. FAG's high-quality components for suspension, damping, and bearings are in great demand worldwide. Whether individual components or complete repair solutions – with its FAG portfolio, Schaeffler offers unrivalled market coverage worldwide for efficient, high-quality chassis repairs.

KEY FACTS

Schaeffler's FAG portfolio offers chassis parts of the highest quality and standards – fit for market coverage worldwide.



Back to the future

As a development partner of leading automotive manufacturers, Schaeffler is already working on developing solutions today for tomorrow – whether steering parts, wheel bearings, driveshaft components, modern systems for vehicle damping, improved driving safety, or driving dynamics. Most of these will be installed as original equipment in new vehicles during the next few years. The knowledge and competence gained from manufacturing original equipment, combined with Schaeffler's aspiration to guarantee the utmost product quality for all of its chassis components while assuring parts distributors, garages, and customers alike that vehicles can be repaired reliably and in excellent quality with repair solutions made by Schaeffler is a real competitive advantage – both now and in the future. This technological expertise has grown for over 130 years. Let's take ball bearings and roller bearings as examples. In 1883, Schaeffler's FAG brand invented the ball grinder, thus laying the cornerstone for manufacturing ball bearings on an industrial scale. To this day, the company holds a leading position in wheel-bearing technology with a multitude of patented solutions.

Safety, reliability and consistency

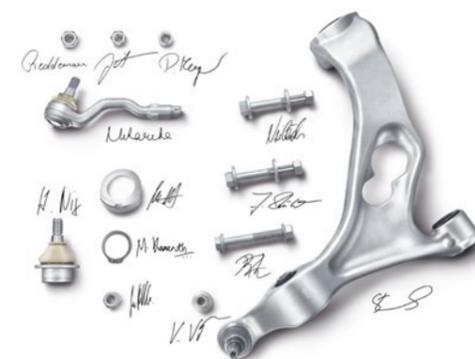
The quality of our FAG wheel bearings and the corresponding accessories is an essential part of Schaeffler's safety concept. Since screws, nuts and all other parts are matched to the wheel bearing

SCHAEFFLER

and the vehicle, Schaeffler's repair solutions can be viewed as a holistic system. Thanks to the various safety systems of the accessories, the FAG wheel bearings are securely positioned in the steering knuckle remaining under pre-load throughout their service life while holding their spherical running accuracy and not being exposed to unnecessary wear and potential failure. Therefore, any garage using Schaeffler's repair solutions can feel confident when it comes to safety and reliability.

We are part of every part

Schaeffler offers also a comprehensive portfolio of professional chassis repair



solutions under the FAG brand. The range was designed for all key applications within the European car parc in consistently high quality, according to Schaeffler standards. The complete repair solutions are tailored towards today's garage requirements for safe and efficient repairs and contain all necessary parts to carry out professional repairs including all required accessories. Schaeffler's FAG chassis parts portfolio has a unique positioning in the automotive aftermarket and provides everything to tap big business potential. For more information click [here](#).

Competition to potentially define e-commerce opportunities in Independent Aftermarket (IAM)

Online purchasing power is expected to grow in the IAM, but the industry's market leaders must seek out opportunities and prepare for challenges related to competition from the big online retailers.



with options and decisions.

There is no doubt that digitalisation has and will continue to redefine the automotive aftermarket landscape. Consumers, while more digitally savvy than ever before, are faced with an onslaught of options and information. However, manufacturers are leveraging mobile technology

E-commerce has become commonplace in the lives of many. From groceries and electronics to wills and automotive spare parts, online transactions have taken to new heights in the last decade. In line with this general evolution, online sales have become more common worldwide as of late given restrictions associated with the COVID-19 pandemic. That being said, the automotive aftermarket, with increasing competition, is expected to see substantial growth in online sales for automotive components.¹ The automotive aftermarket e-retailing space itself is expected to grow by US \$41.86 billion between 2020 and 2024.² With such growth, consumers are faced with an overwhelming amount of choice, with varying degrees of quality and price points for every product available, leaving suppliers and distributors with a challenge to provide seamless and straightforward online purchasing opportunities for consumers inundated

in an effort to make driving and owning a vehicle easier.³ According to reports, 94% of aftermarket customers head to a manufacturer's website to get product or warranty information, while 84% want to check if the part fits their vehicle, and 57% of customers want detailed installation instructions.⁴ Embracing mobile technology as an integral part of the purchasing process should see continued refinement and ease-of-use for both manufacturers and consumers alike, because they have come to expect it. Some would argue that a driving force for/behind digital trading are millennials and younger generations. Often referred to as "early adopters" when it comes to technical advancement, digital platforms should provide quick answers, be easy to use, and convenient for the astute consumer of all ages.

The automotive aftermarket has traditionally been about upkeep but, with higher amounts of disposable income, it's also about personalising one's vehicle;

more and more consumers are on the lookout for accessories on platforms such as Amazon.⁵ Millennials are about to become the largest car-buying demographic which is said to have a big impact on the car parts industry. With this generation valuing individualism and, thus, seeing one's vehicle as an extension of themselves, customisation by way of car parts is, like mentioned, expected to show strong, continued growth.⁶ And while this may not be groundbreaking information in and of itself, it is online platforms which will continue to redefine the automotive aftermarket customer's experience.

Platforms such as eBay Motors and Amazon Marketplace offer the perfect solution for customers looking for discretionary parts while being able to look at reviews, compare prices, and get products delivered quickly. And while such platforms have shaken the automotive industry, smart retailers and advanced aftermarket companies are seeing opportunities, rather than challenges, with the big online retailers. Aftermarket leaders worldwide should be asking questions. Do we compete head on with Amazon and eBay, for example, with digital sales platforms of our own? Do we leverage the large swath of benefits (distribution channels and clout) associated with such retailers? Do we entertain both options?

KEY FACTS

With digitalisation in the IAM continuing to reshape the industry, a clear strategy and approach are needed in order to compete.

How do we define our competitive market edge with an empowered consumer? One thing is for sure: embracing the digital-nature of consumerism and sales will only bring opportunities to those companies prepared to face this new reality head on.

¹ Automotive Aftermarket Industry to cross \$1.4 trillion by 2024: Global Market Insights, Inc. Globe Newswire. November 29, 2018. <https://www.globenewswire.com/news-release/2018/11/29/1658745/0/en/Automotive-Aftermarket-Industry-to-cross-1-4-Trillion-by-2024-Global-Market-Insights-Inc.html>. ² McEwan, Piers. The Role of Ecommerce in the Automotive Aftermarket. 12 March 2020. <https://news.vaimo.com/ecommerce-automotive-aftermarket>. ³ Trends Transforming the Aftermarket Auto Parts Outlook in 2021. Linchpin. <https://linchpinseo.com/trends-in-the-automotive-aftermarket-parts-industry/>. Retrieved: 26 January 2021. ⁴ Ibid. ⁵ McEwan, Piers. The Role of Ecommerce in the Automotive Aftermarket. 12 March 2020. <https://news.vaimo.com/ecommerce-automotive-aftermarket>. ⁶ Ibid




The RVD platform allows workshops to know the needs of their customers better and to improve their customer service.

Profit for dealers: Remote Vehicle Data

Continental's platform helps tighten up the relationship between car drivers and workshops.



The RVD platform permits unified access to multi-brand vehicle data from a remote location. That means relevant data, for example from the engine control unit, warning lights and error messages (DTC), can be transmitted directly from the customer's vehicle to a front end. But the data trans-

As vehicle technologies become more complex, customers are looking for a smooth, and often digital experience, and new customer groups such as fleets with a focus on the total cost of ownership become more important. Therefore, access to in-vehicle data and repair routing becomes more and more important for independent workshop businesses. With its Remote Vehicle Data platform (RVD), Continental offers dealers and, by extension, their workshops customers, an answer to the question of how they can turn the data access challenges into successes.

mission goes far beyond mere vehicle error messages; in addition to vehicle diagnostic data, speed and fuel consumption, workshops also receive data such as information on maintenance dates. This gives workshops the opportunity to inform drivers not only about possible vehicle problems, but also about upcoming appointments. Some vehicle models are even able to transmit data on the condition of individual vehicle parts. If one of these parts shows signs of wear and tear, the workshop can order the appropriate part from the dealer ahead of time. In short, RVD allows many new services that

KEY FACTS

With Remote Vehicle Data, Continental can access data from remote locations to ensure they can anticipate customer needs and improve service quality.

can help improve customer relations and thus increase turnover.

Another benefit: the hardware from RVD can be retrofitted as a simple plug-and-play solution in all widely-used vehicle brands and models, simply requiring a dongle for the OBD interface. Since last year, Continental has been offering their own 4G dongle for this purpose, making data transmission even faster and easier.

Dealers benefit from RVD, as well. The new services and more efficient working methods resulting from RVD are likely to lead to a greater demand for spare parts and will increase the workshop's customer satisfaction. Continental's RVD solution, therefore, lays the foundation for innovative connected services – and thus helps dealers and workshops remain competitive in the increasingly complex environment of the automotive aftermarket.

IAM solution: digital workshop platform

In this edition, ATR is pleased to report on an industry solution – an open system approach.

Over the last 3 years, ATR has been working with other partners to provide a system that is equally open to all market participants worldwide. Any market participant who would like to profitably establish a service or function at the workshop level, but also those who want to support the IAM in its entirety, are welcome to help shape the future of the system landscape.

Challenges in times of digitisation for the IAM

In times of digitalisation, it can be observed in all markets and industries, worldwide, that digital business models and services appear quickly, can spread quickly worldwide and existing products are supplemented or new products establish themselves immensely quickly.

Another challenge is that new market participants with digital products are changing the existing structures in the long term - if we look at the development of online shop providers in other areas, we can see what could also strongly shape the IAM in the near future. Whereby the IAM as a closed sector can certainly not be completely rolled up so quickly by a provider from outside the sector.

We see further challenges in the fact that there are hundreds of different workshop networks or workshop concept chains, most of which use systems from different providers. As a consequence, it is incredibly difficult to develop individual services and make them available to the industry, as each system has to be connected individually.

Certainly, the availability of the vehicle data, which is already transmitted to the OE servers today, is another challenge,



since services related to the data in the IAM can only be offered competitively in the IAM if this data is also available to the free market.

What is ATR's goal with the IAM solution?

The main goal is to strengthen the IAM sales channel in order to be able to compete with OEMs and new market players in the online sector in the future. Therefore, ATR has defined a goal: Securing the IAM sales channels by a worldwide solution that is open to all market players. The solution of tomorrow, but also of today, must therefore bring the right customers (B2B and B2C) to the right workshop at the right time, and easily through suitable digital services.

Solution approach

To this end, an industry solution that is open to all must be established in order to stabilise the independent workshop business. Therefore, ATR cooperates with

CARUSO, with the industry and other ITGs. CARUSO functions here primarily as a data hub but also as a provider that is also excellent at consent management.

This open system approach enables comprehensive functions and services, and is open for existing and new solutions. That means, that a wide range of services is available or integrable. One key element is a white label workshop booking platform - but also existing and further new workshop booking systems can be integrated easily.

Moreover, this approach enables fast and easy access to a maximum number of customers (B2B / B2C / Workshops / Fleets).

Interested parties are welcome to participate

ATR has already developed the Open Approach together with the industry in the last years and will continue to do so in the future to develop the IAM business. Interested parties are welcome to join and support this common approach from the beginning and can benefit from future developments. Therefore, please let us know at: digitisation@atr.de.

“Only an open, common solution has the potential to be successful.”

Henning Kaeß

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