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

Schaeffler Automotive Aftermarket

**More Products & Services from a single Source – Schaeffler Automotive Aftermarket is bundling its Sales Activities**

Schaeffler Automotive Aftermarket is bundling its sales activities for the LuK, INA and FAG brands with those of its subsidiary Ruville. After successfully completing the startup phase in the pilot markets of Northern and Eastern Europe and France, the company is implementing global rollout gradually.

“With this reorganization of our sales structures, we are strengthening the power of Schaeffler Automotive Aftermarket on the international spare-parts market,” says Michael Söding, President, Schaeffler Automotive Aftermarket. In the future, customers of the Aftermarket experts will have a central sales contact partner available in every domestic market for all four brands. “With this we are making Schaeffler Automotive Aftermarket’s entire product portfolio open to direct access,” added Thomas Dee, Senior Sales Manager Western Europe/Eastern Europe and International at Ruville. “All products and services from a single source, locally – which is a big plus for customer proximity.”

The LuK, INA, FAG and Ruville brands stand for technical excellence, innovative power and outstanding quality. Bundling sales activities will include – besides streamlining interfaces and exploiting new synergies – a market-covering expansion and enhancement of the Ruville brand. More market penetration along with optimizing the product portfolio further strengthens the company’s competitive edge and service performance.

A realignment of communication activities for the LuK, INA, FAG and Ruville brands is running parallel to the reorganization of the sales structure. “We will continue to focus on communicating all of the four brands,” said Rouven Daniel, Director Marketing & Communications, Schaeffler Automotive Aftermarket. “The logical consequence of this is a consolidation of our marketing and communication activities and a joint external representation.” The process of bundling sales activities is planned for completion in Q3 of this year.

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• Press picture

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Schaeffler Automotive Aftermarket has been responsible for the Group’s global automotive replacement parts business for the LuK, INA and FAG brands for over 35 years from its headquarters in Langen,



Germany. With a global network of ca. 11,500 distribution partners and more than 30 sales and representative offices, the company is known for its close proximity to customers and for delivering superior service.

Schaeffler with its product brands INA, LuK and FAG is a leading global provider of rolling bearing and plain bearing solutions and of linear and direct drive technology, as well as a renowned supplier to the automotive industry of high-precision products and systems for engines, transmissions and chassis. The group of companies with operations around the world generated revenue of approximately 11.2 billion Euros in 2013. With more than 80,000 employees worldwide, Schaeffler is one of the largest German and European technology companies in family ownership. With approximately 170 locations in 49 countries, Schaeffler has a worldwide network of manufacturing locations, research and development facilities, sales companies, engineering offices, and training centers.

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