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SCHAEFFLER AUTOMOTIVE AFTERMARKET GMBH & CO. KG, LANGEN

Global Customer Survey

Garages and Distributors worldwide confirm high Levels of Customer Satisfaction / Top Scores for Schaeffler Automotive Aftermarket

About 75 percent of all surveyed distributors and almost 90 percent of all surveyed independent garages around the world are “very satisfied” with Schaeffler Automotive Aftermarket. A further plus: 43 percent of the independent garages are true fans of the products and services from Schaeffler Automotive Aftermarket.

These are the results of a customer survey just published by Schaeffler Automotive Aftermarket, who contracted the international strategy and management consultants 2hm & Associates to conduct it. Over a time period of four months last year, 3,800 garages and about 750 distributors took part in the online/telephone survey. Objective was to gain insight into customer satisfaction – especially concerning products, know-how and services – along with customer loyalty.

“The results of the global customer survey confirm top scores for us for factors like customer satisfaction, products and services – and this in direct comparison to our major competitors,” says Dr. Robert Felger, Senior Vice President Product & Marketing, Schaeffler Automotive Aftermarket. “Whether it’s at distributor level or garage level, our goal is and remains to fulfill the expectations of our customers – more still, to exceed them.”

Customers on the distributor side are very impressed by the Aftermarket specialists: In direct comparison to its competitors, Schaeffler Automotive Aftermarket was way out ahead – not only for its product portfolio, but also for its know-how or when communicating technical knowledge. A further plus – the Aftermarket specialists also got top scores on the survey for customer service and customer relations management. The major criteria in rating here were the friendliness, competence and availability of the employees.

Independent garages were also just as positive about Schaeffler Automotive Aftermarket’s product portfolio. Here participants were asked to rate, among other things, to what extent Schaeffler Automotive Aftermarket’s repair solutions are oriented towards the needs of garages, whether this solutions contribute to efficient and cost saving repair, and if the parts needed could be identified quickly using the Aftermarket specialists’ catalogued data. Conclusion: Independent garages gave Schaeffler Automotive Aftermarket good scores for its product quality, its product portfolio, its power of innovation and – like the distributors – they also gave outstanding scores for customer service.

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- Press picture

87 percent of all surveyed independent garages around the world are “very satisfied” with Schaeffler Automotive Aftermarket. A further plus: 43 percent of the independent garages are true fans of the products and services.

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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.

The Schaeffler Group is a leading global integrated automotive and industrial supplier. The company stands for the highest quality, outstanding technology, and strong innovative ability. The Schaeffler Group makes a key contribution to "mobility for tomorrow" with high-precision components and systems in engine, transmission, and chassis applications as well as rolling and plain bearing solutions for a large number of industrial applications. The company generated sales of approximately EUR 12.1 bn in 2014. With more than 82,000 employees, Schaeffler is one of the world's largest technology companies in family ownership and, with approximately 170 locations in 50 countries, has a worldwide network of manufacturing locations, research and development facilities, and sales companies.

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