

BILSTEIN-quality
is always worth it.

Your competition is hard. We are on your side.

The lucrative business of wearing parts repairs is especially highly competitive: from manufacturer's repair shops to independent repair shops. Yet often the real needs of the customers remain unknown. When do customers look at the low price and when do they demand high quality?

Repair shop occasion	Customer statement
Regular inspections/customer service	Quality
Main and exhaust emissions test	Price
Inspection of the vehicle	Price
Wearing parts repairs	Quality
Accident and large repairs	Quality
Small repairs	Price
Installation of accessories	Price
Summer and winter tyre change	Price

Source: AUTOHAUS VWFSAG Study "Success factor after sales"

With the products from BILSTEIN you don't have to choose between price and quality, but rather always benefit from the best original equipment manufacturer quality with an attractive price-performance ratio. This increases the satisfaction of your customers and brings you sustainable, attractive profits!

Shock absorbers: the Achilles heel of the vehicle

Audits by TÜV, DEKRA and ADAC continually show that almost every seventh vehicle is unknowingly on the road with at least one defective shock absorber (= around 6 mil. vehicles in Germany). This means huge potential for you in the repair shop that you should not ignore! Your customers will thank you, because shock absorbers and springs are amongst the most important safety components in the vehicle, next to brakes and tyres.



Around every seventh vehicle is unknowingly on the road with defective shock absorbers.



Always
change shock
absorbers
and springs
along the
whole axle!

Shock absorbers are always in season!

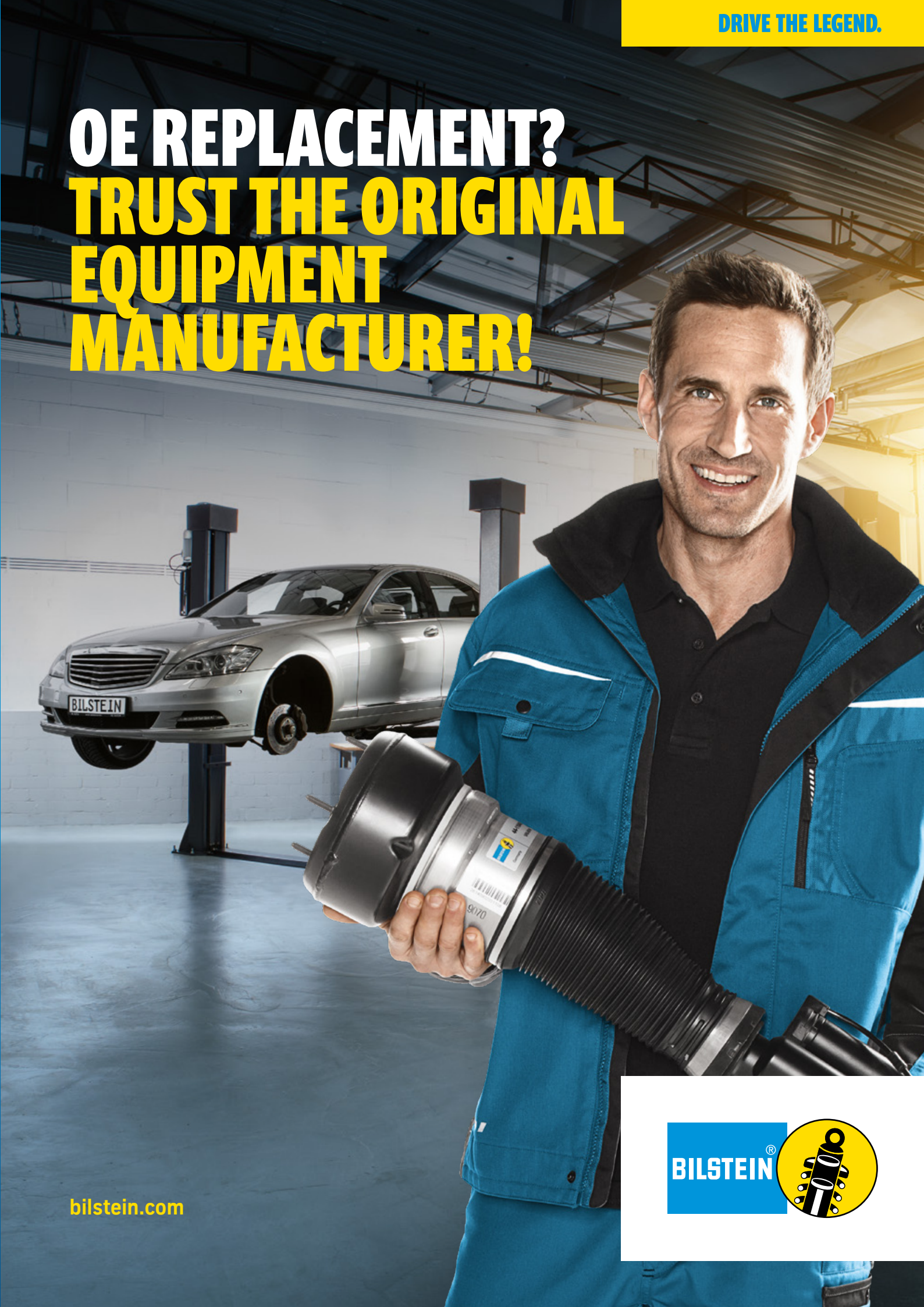
Do you have many customer vehicles on the platform for a check in spring?
Take the opportunity to check the shock absorbers and springs precisely too.

Because with defective shock absorbers, the safety risks are obvious:

- Increased breaking distance.
- Negative influence on cornering, ABS and anti-skid aids such as ESP.
- Significant, noticeable worsening of driving comfort.

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W-800972 / 05.2019 / Subject to technical modifications, misprints and errors excepted.



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DRIVE THE LEGEND.

OE REPLACEMENT?
TRUST THE ORIGINAL
EQUIPMENT
MANUFACTURER!

BILSTEIN – simply legendary.

For more than 60 years the name BILSTEIN has stood for the highest performance in suspension technology. Our success story in this sector started with the development and series production of the first gas-pressure shock absorber in 1954.



Reliable – from original equipment manufacture to the repair shop business.

Today, we are sought-after development partners in original equipment manufacture and offer a wide programme for your spare parts and repair business. This not only applies to the sector of performance and motorsport, but particularly for series replacement and improved series replacement for shock absorbers and suspension systems!

Our numerous “Best Brand” awards amongst other things are a testament to this:



BILSTEIN: your partner in day-to-day business!

Three unbeatable arguments:

1. Very wide product range and with great market coverage!
2. Uncompromising OEM quality – established for more than 60 years!
3. Very good price-performance ratio – particularly for reasonably priced repairs!

Your day-to-day business: OE replacement.

We get you into shape:

- We train you in theory and practice on the topic of suspension technology. Your contact with us: training@bilstein.de
- We supervise you on site: our sales promoters are there for you personally.
- Sign up for our newsletter at www.bilstein.com/newsletter.

OE REPLACEMENT? TRUST THE ORIGINAL EQUIPMENT MANUFACTURER!

With BILSTEIN your customers' vehicles remain what they are: real originals.

Our uncompromising quality is the reason why manufacturers such as Mercedes Benz, Porsche, BMW or Audi place their trust in us. With our spare part program in unblemished original equipment quality, our repair shop partners are perfectly equipped for their daily business – repair solutions for OE replacement per axle and competitive prices with the attribute **Made in Germany**.

In addition, we help you satisfy the high demands of your repair shop customers with additional services, for example our range of theoretical and practical training sessions. Solve the entire problem already during the first stay in the repair shop.



BILSTEIN B3

BILSTEIN B3.

Coil springs in a class of their own.

As a successful supplier of original equipment to renowned vehicle manufacturers, we know exactly what is required: uncompromising quality. And that maxim applies equally to our BILSTEIN B3 range of OE replacement coil springs.



Product benefits at a glance:

- Innovative technical designs such as pigtail ends, minibloc shapes and central force design
- High-quality chrome vanadium or chrome silicon steel for an extremely high level of break resistance
- Hot setting after forming effectively prevents height losses
- Careful surface compression and coating for a long service life
- Uncompromising OE quality: spring design identical to series production
- Comprehensive product range with high market coverage and availability



BILSTEIN B4.

Gas-pressure makes the difference!

Over 60 years ago, we developed the mono-tube gas-pressure shock absorber for series production. The BILSTEIN B4 is available for practically any model of passenger car – in both mono-tube and twin-tube shock absorber versions!

Product benefits at a glance:

- High power reserves for maximum safety
- Optimum driving experience as on day one
- High OE quality
- Constant damping power under any load
- High traction and precise handling thanks to BILSTEIN gas-pressure technology
- Comprehensive product range with high market coverage and availability



BILSTEIN B4



Also available as BILSTEIN B4 air suspension module for excellent comfort and perfect driving behaviour – tested and perfected in the BILSTEIN road test.

BILSTEIN B6.

Better than the original.

The ideal gas-pressure shock absorber for those who refuse to compromise, either on performance or on comfort, even when the pressure is on. Our yellow BILSTEIN B6 shock absorber delivers a better quality of OE replacement when demands are high.

Product benefits at a glance:

- Higher power reserves and longer service life even when pulling transporters and trailers or during frequent journeys with loads
- Optimum grip and enhanced lane stability in day to day and extreme situations
- Perceivable enhanced safety and performance without additional spring exchange (use of series spring possible)
- High traction and more precise handling thanks to BILSTEIN gas-pressure technology
- BILSTEIN mono-tube Upside-Down technology possible
- Individually fine-tuned in the BILSTEIN road test
- No parts certificate required



BILSTEIN B6

We are different: the BILSTEIN road test

Each of our high-performance shock absorbers, each air suspension module and every sport and coilover suspension goes through this demanding test programme with the BILSTEIN road test. In this way we guarantee the unique BILSTEIN driving experience – by people for people!