



Pressemitteilung

A virtual journey of discovery, product innovations, and a very special anniversary

A look back at the Automechanika – Schaeffler a hit with discoverers

LANGEN, 20.September.2016. Schaeffler is reporting very positive results from Automechanika 2016. The Automotive Aftermarket business division of the Schaeffler Group exhibited at the world's largest, leading trade fair for automotive spare parts under the motto "discover more." On nearly 1,200 m² of stand space, the company gave insights – some of them in virtual reality – into its products for passenger cars, commercial vehicles, and tractors, presented the repair solutions that go with them and demonstrated its comprehensive service package for garages. And not only that, Schaeffler used this year's Automechanika to celebrate its 40th anniversary in the Automotive Aftermarket with customers, partners, and employees.

A major attraction at the stand proved to be the journey through Schaeffler's highlight products in virtual reality that allowed visitors to experience them first-hand. In a simulated repair garage, visitors could replace a dry double clutch using the LuK RepSet 2CT repair solution all by themselves, and steer a miniature spaceship through the insides of a passenger car engine to learn more about INA engine expertise. Celebrating its premier at the Automechanika was the FAG SmartSET, which was developed exclusively for the Aftermarket. All of the components of this ready-to-install repair solution for commercial vehicle wheel bearings could be experienced virtually as well.

Also in focus at the trade fair exhibition was the service brand REPERT, whose added value for garages was demonstrated at six work benches. Tailor-made to visitors' requests, Schaeffler REPERTs not only showed practical repair presentations, they also explained the comprehensive portfolio directly at the stand using the roughly 50 exhibits, along with giving a lot of useful tips for assembly and disassembly.

"Precisely because mobility for the future is getting increasingly complex, it was important for us to present current and future topics in a way that was understandable, informative and competent. We were successful in this," said Michael Söding, President, Schaeffler Automotive Aftermarket. "Distributors and garages got concrete information about how they can profit from our products and repair solutions." Michael Söding then concluded "We are also elated about the overwhelmingly positive feedback, and the best wishes on our 40th anniversary, that we received at so many of our talks and meetings."



Videos, pictures, information and additional impressions from Schaeffler at Automechanika 2016 can be found online at www.schaeffler-aftermarket.com.

Die Schaeffler Gruppe ist ein weltweit führender integrierter Automobil- und Industrielieferer. Das Unternehmen steht für höchste Qualität, herausragende Technologie und ausgeprägte Innovationskraft. Mit Präzisionskomponenten und Systemen in Motor, Getriebe und Fahrwerk sowie Wälz- und Gleitlagerlösungen für eine Vielzahl von Industrieanwendungen leistet die Schaeffler Gruppe einen entscheidenden Beitrag für die „Mobilität für morgen“. Im Jahr 2015 erwirtschaftete das Technologieunternehmen einen Umsatz von rund 13,2 Mrd. Euro. Mit rund 85.000 Mitarbeitern ist Schaeffler eines der weltweit größten Familienunternehmen und verfügt mit rund 170 Standorten in über 50 Ländern über ein weltweites Netz aus Produktionsstandorten, Forschungs- und Entwicklungseinrichtungen und Vertriebsgesellschaften.

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Numerous visitors discovered the product innovations from Schaeffler on nearly 1.200 m² of stand space at Automechanika 2016.

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Schaeffler Automotive Aftermarket, mit Sitz in Langen, Deutschland, zeichnet seit über 35 Jahren für das weltweite automobiler Ersatzteilegeschäft der drei Produktmarken LuK, INA und FAG verantwortlich. Mit weltweit rund 11.500 Vertriebspartnern, mehr als 30 Vertriebsbüros und Niederlassungen steht das Unternehmen für Kundennähe und einen hohen Servicegrad.

KONTAKT:

Rouven Daniel

Director Marketing & Communications
Schaeffler Automotive Aftermarket GmbH & Co. KG
Tel. +49 6103 753-3800
E-Mail: rouven.daniel@schaeffler.com