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MOTION & CONTROL™
NSK

OE QUALITY FOR THE
AUTOMOTIVE AFTERMARKET



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NSK across Europe,
the Middle East
and Africa

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NSK **PRG** **KIT**
AUTOMOTIVE

The new alternative to kits

Chassis



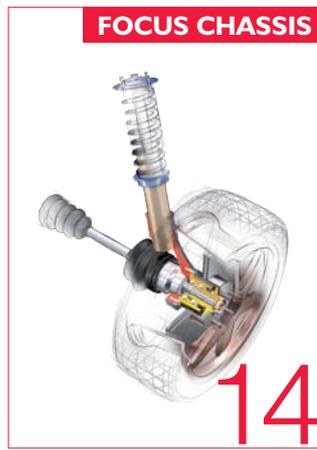
Did you know
that there are
up to
150 bearings
in a car ?

Transmission



Engine





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SUMMARY



MOTION & CONTROL™
NSK



Striving for excellence

It is always challenging for a brand to conquer a new market. Will we live up to our ambitions? Will we meet professionals' needs and expectations? Will we be able to differentiate ourselves from the competition? Do we have any legitimacy in this market? After this period of questioning, we understood that it was unthinkable for NSK not to become a major player in the automotive aftermarket.

For 100 years, in fact, the main goal of the NSK brand has been to continuously strive for excellence. The excellence of our products, the excellence of our manufacturing

processes, and the excellence of our trusted partners in the original equipment market. Our DNA and our Japanese culture form the basis of this endless quest for perfection.

Today, we encounter the same quest for perfection in the automotive aftermarket. The same customer satisfaction. The same requirement for quality products and services. Because we believe that a successful partnership is built on trust, and trust is based on quality. And the passion that has driven us for the past 100 years gives us the strength to face this new challenge...

A handwritten signature in black ink, appearing to read "J. Ackermann".

Dr. Jürgen Ackermann
CEO NSK Europe Ltd.

We can also provide high quality products in the IAM sector

Responsible for NSK's development policy, Hideyuki Shibamoto, Non Executive Chairman of the Boards of Directors, and Dr. Jürgen Ackermann, CEO NSK Europe Ltd., share an update on the undeniable success of their business.



Dr. Jürgen Ackermann



M. Hideyuki Shibamoto

J2R. This year you're celebrating 100 years of business. Why did you get started in the automotive parts market now?

Dr. Jürgen Ackermann: Yes, this year NSK is celebrating its 100th anniversary and we are very proud to look back on 100 years of success. However, at the same time, NSK is also looking to the future and is also developing its Vision 2026. To understand the future needs of our customers and company, it is extremely important to take our business to the next level. The manufacturer parts business

has seen exceptional growth over the past decade. Today is the right time to benefit from the expertise and resources that have been put in place in order to also address the independent automotive aftermarket.

« NSK HAS BEEN ABLE TO PROVE ITSELF TO BE A STRONG AND RELIABLE PARTNER TO ITS CUSTOMERS »

The market for car parts is very competitive. Do you think your original equipment status is an asset?

Hideyuki Shibamoto: Yes, definitely. We have kept a strong position across

...

...

all markets on automotive bearings as a major supplier to the OEM. Therefore, we are also able to provide high quality products in the IAM sector.

Do you also see your industrial presence as an advantage?

Mr. Hideyuki Shibamoto : Our automotive parts are produced in several factories around the globe, and always with the same aim: to be as competitive as possible. So yes, our global industrial presence is an advantage, not just for us but also for our customers.

According to you, what really differentiates NSK from its competitors?

Dr. Jürgen Ackermann : I prefer to talk only about NSK's strengths. We provide products to satisfy the highest standards, both in terms of quality and customer requirement. This feature has been the key to our success among all manufacturers. At the same time, NSK has proven itself, over the years, to be a strong and reliable partner to its customers and in all areas related to our business. It is the combination of all these things that characterises NSK and attracts future clients.

In your opinion, what will be the biggest challenge for NSK in the coming years, both in the aftermarket and in terms of original equipment

Mr. Hideyuki Shibamoto : From my perspective, the biggest challenge in the automotive sector will be innovation. Electric vehicles, electrification of traditional vehicles and new



100 years of technological history

1916 : Birth of NSK, the first equipment manufacturer specialising in bearings, in Tokyo (Japan)

1920-1959 : NSK launches bearings for the aerospace and automotive industries

1960-1979 : The Japanese equipment manufacturer launches a

large number of products that will build its reputation as a global bearings giant. Tapered Roller Bearings and automatic transmission parts. NSK also entered the market for steering columns.

1980-1999 : NSK has a product for every automotive technological innovation : electric power steering,

development of 3rd generation wheel bearings, introduction of CVT...

2000-2009 : To support these product developments, NSK extends its subsidiaries worldwide including R & D centers in Japan (Fujisawa), China and even the opening of a European Technology Center in Germany. It was also at this time

« OUR GLOBAL INDUSTRIAL PRESENCE
IS AN ADVANTAGE »

trends such as autonomous vehicles all present very exciting new business opportunities. Our goal is, of course, to play a leading role in this changing environment.

What are your goals for NSK in the next three years in the European automotive spares market?

Dr. Jürgen Ackermann: Clearly, we are arriving to the IAM «scene» late and we need to develop our direction in this market. This is why, for example, we are present in Frankfurt at Automechanika, with a big stand. Of course, we are showcasing our expertise in products and services, but we will also demonstrate NSK's commercial approach. From there, I have great aspirations for NSK's growth in the independent automotive aftermarket.

You have received many awards in the areas of performance, development and quality. Which are you most proud of and why?

Dr. Jürgen Ackermann: I don't want to highlight any particular award over the others. All have their own importance. But I think the fact that we have received so much recognition from so

many customers in various fields shows the strength and quality of our organisation.

Overall, what are your ambitions for NSK for the next 100 years?

Dr. Jürgen Ackermann: Our ambitions for the next 100 years are impossible to predict right now. However, the next ten years, which are part of the NSK

Vision 2016, are based on three main themes. First, operational excellence, then sustainable growth, and finally, innovation and challenge. The work we put into each of these fundamental principles should help us to achieve our goal of doubling the size of the company by 2026. And of course, the replacement market will have a major role to play in this strategy. ■



that NSK developed specific technologies for hybrid vehicles and introduced the high performance NSKHPS series to the market.

2010 to present: NSK focuses on future technological developments, such as electrification, and enters the IAM markets using its ProKIT range.

We strongly believe in the fact real added value to the

Automotive Aftermarket Director since 2014, Paul Cranston has been with NSK for over 20 years. His latest challenge: to turn the Japanese brand, best known for its role as an original equipment manufacturer, into a major brand with a presence in the automotive aftermarket. An ambitious challenge...

J2R. You now plan to develop the Automotive Aftermarket at NSK; why?

Paul Cranston. Compared to our competitors and relative to our own OEM position, we judged that we were not sufficiently represented in the IAM market. However, today we are well prepared to enter the automotive aftermarket. Naturally, we also see it as a growth opportunity and we want to gain market share in this sector.

We strongly believe in the fact that NSK can bring real added value to this market and at the same time, we can support our partners and garage owners to become more profitable,

Which countries are you targeting as a priority and why ?

PC. We know that all countries are different and require a targeted approach to their respective markets. As we bring real added value to the market, we are primarily targeting 3 countries: France, Germany and Russia. The reasoning for this is because we wanted to focus on the top 2 Western European markets, although these are highly saturated with a high level of competition and numerous mergers and acquisitions. On the other hand, we have chosen Russia whose dynamics are very different from other emerging markets. Russia is developing very

« TO START WITH WE ARE TARGETING 3 COUNTRIES:
FRANCE, GERMANY AND RUSSIA. »

efficient and effective. With our full range of products, I think we can actually envisage good prospects for growth, particularly in the market for wheel bearings.

Why this product family rather than another?

PC. We have a strong knowledge of the market and we are able to understand both its width (number of applications by vehicle) and depth (that is to say, Car Parc coverage). So we chose wheel bearings in order to demonstrate NSK's capabilities. And as I explained earlier, globally, we occupy the leading position in terms of third-generation hub wheel bearings. Logically, offering our products in the aftermarket is the next step!

quickly indeed, with very strong growth and dynamism. Market needs and business style are completely different and offer rapid growth opportunities. Our approach to the market is predominantly European (EMEA); we are also studying all opportunities in emerging markets (Turkey, Middle East) where we are already more or less present.

As you just pointed out, you arrive as a challenger in a very competitive market. How do you plan to hold your own game?

PC. People only pay for what they value! We took our time designing an approach for the first three countries : France, Germany and Russia, to truly understand what consumers really need



and the markets we want to target. We worked extensively to develop value propositions, group them through our offer with OE quality and a fair price, and of course, we strive to ensure reliable delivery. Today we can say that we have begun to successfully convince markets of the merits of our offer.

that NSK can bring Aftermarket sector



What strategies will you implement to ensure the distribution of your spare products?

PC. Our aftermarket growth strategy is based on two fundamental values: Quality Products, and Services. For services, we understand that among other things, the availability of our products at the right times is critical. Our future

Distributor partners will therefore play a major role in our distribution strategy. But above all, we want to truly respect everyone's roles. It is important that our partners have the stock they need; that they build a real relationship with garages and that they offer their local service every day. So we want to support our partners

in their role as best we can. That's why we always select our partners carefully.

You say select your partners carefully... What criteria do you use?

PC. Regardless of country or region, the first thing we want is to have good market coverage. We want to be certain that the NSK brand has access to all parts of the market. We are also looking for the right number of partners for the coverage we need. However, each market is different; its size, its players, and our aim is to give the best support to everyone. What we want are primarily long-term partnerships with our distributors. It is important for NSK that its partners act as leading players in their market; that they are as active as possible and are loyal to us. The idea is not to expand the partner network to partners who sell anything at any price. On the contrary, we want long term relationships, with win-win agreements for our distributors, garages and consumers.

What goals have you set for the medium term?

PC. Our main objective for the coming months is to make NSK a recognized brand on the European market for automotive parts, thanks to our offer. The engine that will help us get there is our new product ProKIT. Beyond this, over the next 3 to 5 years, NSK wants to make steps forward in our customer relationships and to develop long-term partnerships in all countries under the responsibility of NSK Europe - from Vladivostok to Iceland, to South Africa.

Do you think your strong presence in original equipment is a differentiating factor?

PC. It is important for NSK to be present in all markets. Our OEM position is a prerequisite and allows us to offer the range of products necessary for the basics of repair. Of course, this position will also benefit our approach in the aftermarket. But the original equipment and aftermarket markets are very different and for now, we will remain focused 100% on the IAM and supplying customers with what they really need.

In the short term, in addition to ProKIT, are you launching any other products for the aftermarket?

PC. For now, we are focusing mainly on two directions based on local needs. On one hand,

... there is the Western European market where dealers and garage owners mainly use the kits, as is the case in France, Germany, UK, Italy, Spain, etc. On the other hand, we have the Africa and Middle East markets, where labor is cheaper, which tend to seek the cheapest components, the cheapest bearings, without necessarily wanting to add value - they do not have the 'kit' culture. In these markets, we're looking to develop the sale of bearings further, not retail kits.

parts of Russia. The reason why professionals are turning to kits is basically because all the components they need to replace the bearings are present in one box: pins, retaining rings etc. This allows them to be much more effective. Most OEMs, like NSK, ensure all components of this box are of the same quality, so that mechanics have everything they need safely, quickly and effectively. And the time saving is of real value in a garage. Thus, the market in Western Europe has naturally evolved towards kits.

Frankfurt, we will launch a special website for the independent automotive aftermarket, to better inform the market about our product lines and services. We are also working with the press to help readers find out more about the NSK brand, our products, and what our purpose is. Finally we are doing a lot of field activity with potential consumers and mechanics, and we are constantly trying to understand what professionals need, how they perceive the NSK brand and what we can do to better meet their needs in the future. Because we are a new entrant in this market we continuously need to understand what consumers expect. And of course, our ambition is to grow in the years to come!

« WE WANT LONG TERM RELATIONSHIPS,
WITH WIN-WIN AGREEMENTS. »

ProKIT is not a product, but a range of wheel bearings systems. So we focus primarily on these kits it because they are most in demand among OEMs and which theoretically should be of most interest in the independent parts market.

Indeed, the French aftermarket is a kit market. In your opinion, what is the reason for this?

PC. In terms of kits, the largest market is in Europe and there's an exception in Africa and

Will you implement specific marketing activities?

PC. Yes we will do this; it's important. We conducted market research and we found that NSK is not a completely unknown brand. However, while today we are a recognized brand in OEM, we are relatively new to the spares market. We must therefore work on NSK brand recognition, both to consolidate our business, but also to explain to professionals what it represents, its commitment to quality, etc. In the wake of Automechanika in

In your opinion, what will be the biggest challenge for NSK in the aftermarket?

PC. Again, we are conscious of being a new player in this market and we believe that we have much to learn. Our previous position as a purely OEM supplier up until now means we need to shift our culture to become a real alternative in the automotive spare parts market. Of course, we must understand market developments, and the proliferation of distribution channels that are significantly changing the dynamics of the current market. So, in this very competitive market, we must focus on offering our customers the best deals and the best service. ■



Partner perspectives

REA HELLAS S.A. , distributor, Greece

« Established in 1988, our company is the only representative of the NSK brand in the Greek market. Since that date, REA Hellas S.A. promotes all NSK products available for the Industrial and Automotive sectors, representing approximately 75% of our sales. Our main focus is on sales of seals, lubricants, lubricating systems, tools and aftermarket service. We employ 24 people, including 10 engineers and salespeople. Certified ISO 9000 since 1997, REA Hellas S.A., whose headquarters is based in Athens, has brought in sales of around five million euros per year over the past five years. Our customer portfolio comprises many of the most important Greek industries and public organisations who accept the NSK brand as being, without question, on the same level as the big brands such as SKF, FAG and Timken.

We have worked with NSK since our establishment in 1988. At the time when the brand launched on the Greek market, it held less than 1.5% of the market share.

ΡΕΑ ΕΛΛΑΣ Α.Ε.

NSK'S STRENGTHS BY REA HELLAS S.A

High quality materials recognized by consumers and by the entire profession

Technical support and regular training with an excellent focus on replacement activities

Competent and experienced people in key positions, which promotes teamwork

10 years later, NSK became the leader in Japanese bearings in Greece and has the same legitimacy in terms of industrial activity as SKF and Schaeffler. But taking NSK back then was a challenge. Because in 1988, NSK may well have been the second largest bearing manufacturer in the world, but the brand was almost unknown in Greece. Therefore, there was a significant growth opportunity with the NSK brand. And we made it a reality. »»

NSK'S STRENGTHS BY ROSSKO

Technical support

NSK's responsiveness

Price policy

Stock availability

ROSSKO, supplier Russia

brand. This is a relatively well known brand, especially in the east of Russia where there is a large concentration of Japanese used vehicles. However, our role is to observe the requests and market trends and try to satisfy them; that's why we started working with NSK, so that the bearings market does not roll away from us. Today, Rossko is a multi-brand distributor, but we focus on NSK which is a major brand in the Russian automotive replacement parts market. »»



« The company is a federal enterprise with 14 subsidiaries, spread over the largest regions of Russia. Our company specialises in supplying all automobile product ranges directly to distributors and via retailers. The company also created a repair network (owned and franchise) focused on technical excellence under the FIT service brand. It's been about 5 years since we started distributing the NSK

NSK across Europe, the Middle East and Africa is...



Peterlee, England

Production site for wheel bearings, transmission, air conditioning, water pumps... the ProKIT production site.

Certified ISO TS 16949



Kielce, Poland

Production site for alternator bearings, air conditioning, transmission...

Certified ISO TS 16949

 **Moscow**
Russia

 **Novosibirsk**
Russia

 **Dniepropetrovsk**
Ukraine

 **Johannesburg**
South Africa

 **Dubai**
United Arab Emirates

In Europe
Genuine customer proximity
18 offices NSK in 11 countries

Proven technological competence with
14 R & D centers located
in 9 countries
and almost 2,000 employees

Global expertise with
65 production sites
in 13 countries

 NSK European Headquarters for the automotive industry and steering systems

 R & D centers or European Technology Centers

 Offices for representation and sale

 European distribution center

From the steering wheel to four wheels

As the leader in third generation wheel bearings, NSK is logically involved with all chassis parts, from wheel bearings to the steering system. Read more.

Becoming increasingly complex, wheel bearings must now satisfy new, more demanding requirements in terms of lightness and resistance. Based on this observation and strong in its position as world leader in manufacturing wheel bearings, NSK is in an ideal position to bring generations 1, 2 and 3 of automotive replacement bearings the market... but that's not all.

3 generations of bearings

The first generation of NSK bearings incorporated two separate rows of balls or tapered rollers (for heavy load vehicles). These pre-greased bearings also offered a high performance seal for a longer lifespan.

This first generation already offers the replacement market many advantages. The pre-lubrication allows mechanics to limit handling and install the product quickly, directly on the vehicle. In fact, accidental contamination of the surrounding parts by lubricant, incorrect dosage or even the use of poor quality lubricant are some of the most common pitfalls. On the other hand, most bearings today integrate a magnetic encoder within the seal, for transmitting information to the braking and stability control systems. Finally, first generation NSK bearings are designed with internal elements reducing the friction torque and contributing to reducing fuel consumption. With the same advantages as their predecessors - in terms of fuel consumption and magnetic encoder - second generation wheel bearings manufactured by NSK have the distinction of being accompanied by an integrated hub on

an outer ring. This system simplifies the assembly of items on the wheel or on the vehicle, depending on the applications required by manufacturers.

Finally, the third generation of NSK bearings, which covers applications for European, Asian and American car brands, is the most complex, the most technically advanced and most comprehensive of the Japanese brand. And for good reason. NSK, which produces more than any other 3rd generation wheel bearings supplier in the world, introduced cold working techniques to achieve a more efficient manufacture, more lightweight and compact bearings. On the technology side, these include sensors (ABS in particular)

40% energy saving thanks to NSK steering parts

delivering critical information to different dynamic systems on the vehicle, and are equipped with the most advanced technologies, sealing and lubrication to ensure maximum efficiency and durability. This generation (commonly called Hub III) is also the easiest to install, thanks to the «pre-bolting» technique, and greatly facilitates on-vehicle maintenance operations.

Management

Did you know that every time you turn the steering wheel, you consume fuel?

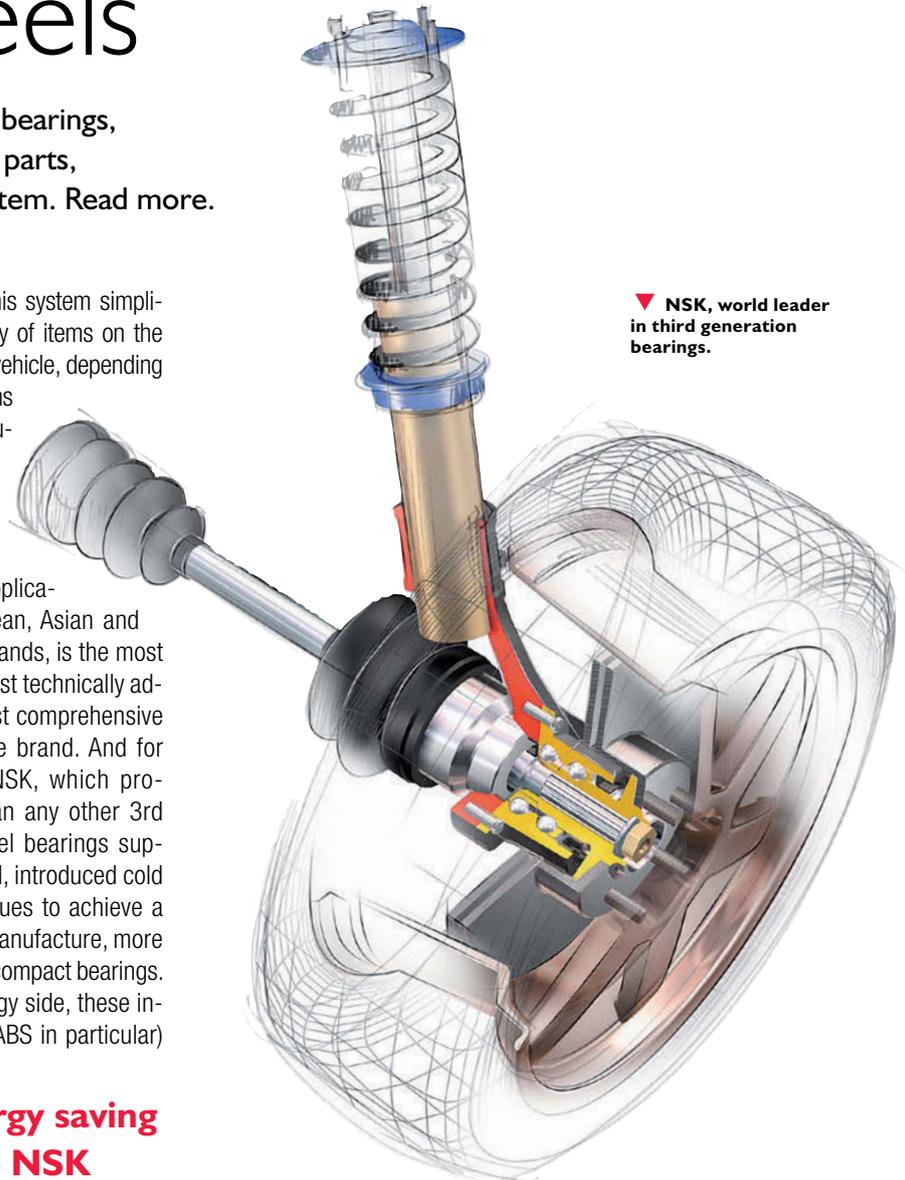
NSK assisted electric steering systems (EPS), however, consume only the necessary energy, contrary to more energy efficient hydraulic systems.

Specifically, the steering assistance is provided by an electric motor within the system. In fact, when you turn the wheel, a sensor detects effort and the motor is activated to provide the appropriate level of assistance. No more, no less. Thus, no energy is wasted. Result: the driver saves fuel and the manufacturer gets additional lightness and removing the hydraulic pump creates space. The assistance is

controlled by software that also allows features to be added such as preventing vibrations to the steering wheel, for example.

Finally, chassis-side, NSK is reinventing the whole concept of adjustable steering columns electrically, by simplifying the mechanism, reducing the number of parts required and using smaller and more efficient engines (40% less energy). These NSK steering systems are increasingly developed on new vehicles, with interest increasing among manufacturers for obvious reasons of energy efficiency...

▼ **NSK, world leader in third generation bearings.**



Dedicated solutions for all transmissions

Whether automatic, manual or differential, NSK has an ad hoc solution for all types of transmissions.

Solutions that go further ...

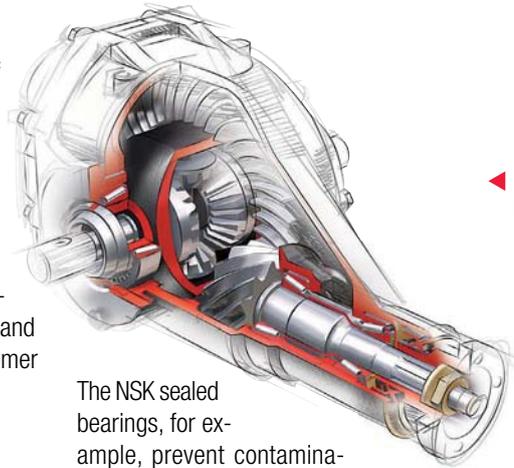
Changes in speed when accelerating and decelerating today must be increasingly smooth in order to reduce energy loss, limit fuel consumption and increase driving pleasure. To go even further, NSK has given itself an additional challenge: to halve energy loss resulting from the shift phenomenon. And it's going even further: NSK is the only supplier to manufacture each part of an automatic transmission itself, from bearings to one-way clutch elements, to ensure that each of these components is as fine, light and efficient as it can be. In fact, while these can seem like very small details, together, it all adds up.

That is why NSK offers solutions for automatic transmissions such as tapered roller bearings with a long-life integrated hub on the exterior ring, which allows the component count to be reduced as well as easier gearbox assembly. And it responds to size requirements and specifications for each automatic transmission with its many needle roller bearings.

By using different types of polymers in the design of its cages, NSK is also able to increase the performance of its bearings and reduce weight while providing better lubrication and good heat resistance. All this while maintaining high rotational speeds and better lifespan based on customer specifications.

...longer lasting

In terms of gearboxes, again, NSK leaves nothing to chance. For conventional transmissions (manual) and the latest dual-clutch technology alike, the OEM aims to support transmission at higher torques in reduced spaces. From the clutch release bearings to the drive shaft with «filtering» seals, NSK offers its technologies to the world leaders in gearbox manufacture. Always with the same idea: be ever more effective and efficient in running the vehicle and reducing the time taken in workshops.



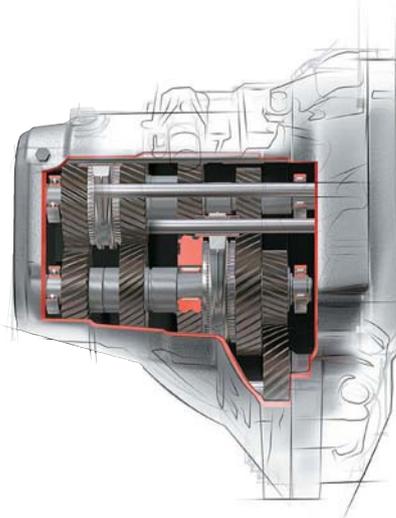
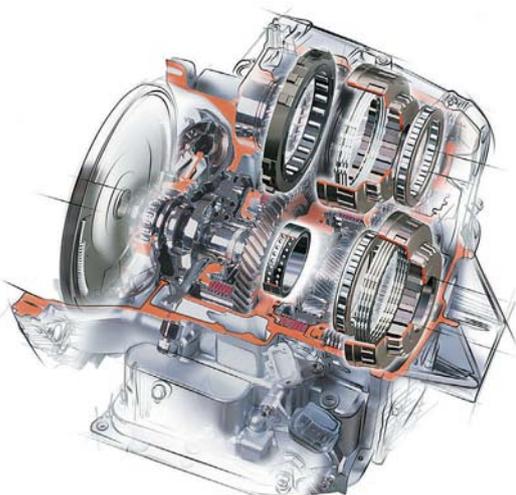
◀ **NSK manufacturing processes decreased friction by 20%.**

The NSK sealed bearings, for example, prevent contamination by the gearbox lubricant. While the Quick Assembly Tapered Roller Bearings offer stability and improved rigidity. Bearings with integrated holding plates are optimised for assembly in the gearbox. Perfect alignment between the holes on the plate and those of the casing is made possible by a rotating plate around the outer ring. The specific retention technology enables better assembly alignment of the bearing, in comparison with traditional systems. All this greatly simplifies workshop tasks.



It is an ongoing technical challenge to offer our customers ever-lighter components, but efficient ones, which meet the new friction reduction requirements. Never mind: the unique heat treatments from NSK for increased usage duration, plus the new tapered roller bearings with plastic cage dedicated to the transmissions market, enable a friction reduction of 20% compared to a standard product.

All these NSK technologies enable manufacturers to significantly reduce the weight and cost of transmission elements thanks to component optimization and a reduction in factory assembly operations or maintenance of the vehicle in a workshop. ■



◀ **Each part designed by NSK provides optimal performance on all types of transmissions.**

Improving engine performance

Inseparable from the engine, bearing and roller accessories are always required to do more and perform better. A leader in original equipment, NSK is also putting its technological expertise to use in the realm of engine parts.

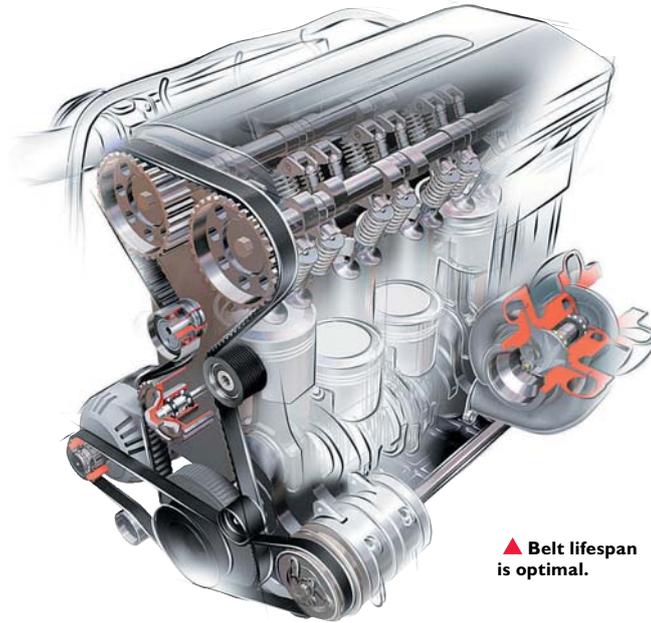
NSK bearings and engine components are recognized for their performance in extremely harsh conditions, especially in case of high temperature variations, vibration, sudden load variations and exposure to water and/or dirt.

The material, design and lubrication technologies applied to these products, be they bearings, rollers or pulley bearings for drive belts, have reduced friction and improved compactness while ensuring optimum reliability. These features also contribute to better fuel consumption and reduce engine noise, while increasing performance.

NSK offers a wide range of bearings to meet different needs. A high performance seal and specific lubricant ensure reliability.

From alternators...

As expected from a global leader in ball bearings and accessories designed for engines, NSK has



clutch with an alternator pulley, the belt lifespan can also be improved by absorbing the speed fluctuations transmitted from the crankshaft pulley.

...to air conditioning systems

Of course, NSK cannot ignore the air conditioning systems already present on almost all wheeled vehicles in Europe, no longer only on luxury models. Specifically, the compressor, which is driven by the accessory belt. With the power absorbed by the compressor, an electric signal can disengage when the air conditioning system is not necessary, thereby saving fuel.

Led by its ability to improve the technological standard of its products, NSK has developed double row angular contact thin section ball bearings, also called «magnetic clutch bearings». They have a high performance seal and high rigidity and can be used equally well in automotive air conditioning compressors, as well as water pumps and pulleys.

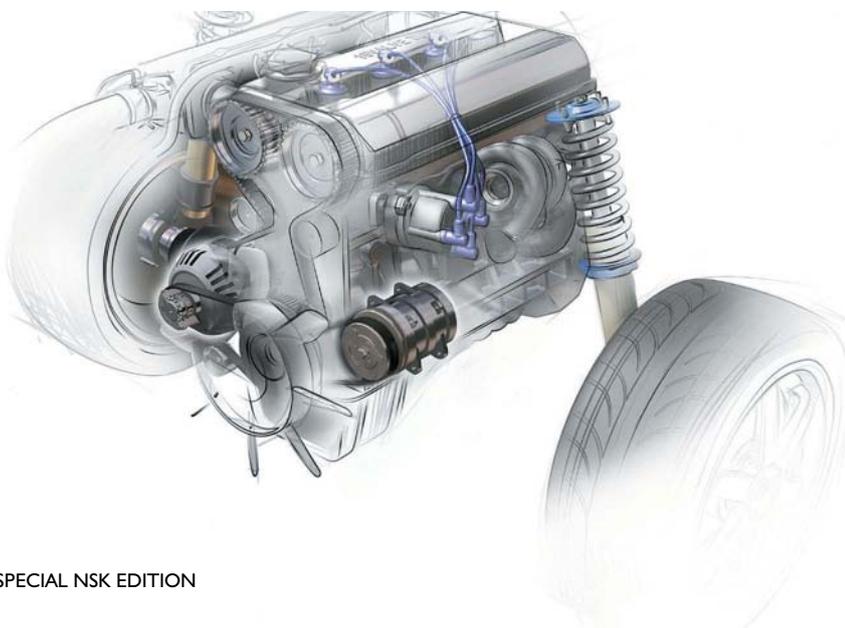
Finally, in order to adapt to vehicle air conditioning where compressors operate with new Freon-free refrigerants, NSK has developed compact needle roller bearings which accommodate the challenges of their environment. ■

developed an excellent understanding of the fundamentals needed to improve the lifespan and performance of alternators.

The combination of advanced steels and high-tech lubricants allows alternators to perform well, even

at high temperatures and high speeds. Advanced seal design ensure that the bearing, and therefore the alternator, are able to give high performance and a long life.

Finally, by integrating a one-way



◀ The technologies applied to engine parts ensure optimal product reliability.



ProKIT: the new alternative to kits

A newcomer to the independent automotive aftermarket, the ProKIT range from NSK brings together, in a single box, the best bearings and components... Tested and approved by the original equipment market.

Launching a new market means you already have a good product. And, with its decision to enter the Aftermarket arena, NSK is launching ProKIT. But what exactly is ProKIT?

Specifically, ProKIT is a new range of bearing kits for the independent aftermarket which include in a single box all the items requested for a bearing replacement. Whether they are bearings or components such as seals, nuts or studs, all parts without exception are recommended and used by car manufacturers themselves that is 100 % genuine. The quality of all the parts that make up the ProKIT are therefor also tested and approved as original equipment... An extremely important condition for NSK, whose main objective is to be the market leader in terms of overall quality. All products are manufactured in an environment that meets ISO TS 16949 standards to ensure quality in the automotive industry.



Quality inside and out

Beyond the products themselves, the packaging of the ProKIT range has also been designed to meet NSK's highest quality standards.

The ProKIT range consists of 100% original parts

Thus, each box is accompanied by a QR code delivering detailed information about where the product was manufactured, its most common applications, etc. And for even more detail, NSK leverages the

European TecDoc database. With this, garage owners and distributors can easily find what NSK product corresponds to what particular vehicle. The Japanese automotive supplier has made it a point of honor to focus not only the products but also the packaging housing these products. So much so that it has chosen a robust box, rigid materials and a glossy finish. The idea being, of course, to minimise the risk of damaging parts during transport to garages.

Changing the game

NSK has set the bar high for its launch into the Aftermar-

ket, and for its range ProKIT. This is primarily because, while it is a relative newcomer, it also wishes to establish itself firmly as a premium and professional brand.

Why? To turn around the assumption that Asian brands mean cheap or low quality products. An incorrect assumption that NSK wants to put an end to! «We want to make it clear that everything that makes up the ProKIT is not a cheap copy, but a high quality product. Our clear message is that all the components in each ProKIT kit are components from original equipment, even down to the seals and nuts. In other words, we are not sourcing our products from India or China.

▲ ProKIT took robust packaging to the extreme in order to ensure parts do not get damaged in transit.

On the contrary, in each box, we put approved and proven products from leading manufacturers, such as Daimler, PSA, Renault, and many others» said Paul Cranston, Automotive Aftermarket Director of NSK. In an already highly competitive market, NSK is aiming to win over distributors and independent garages through its new ProKIT range. A major challenge indeed. But the product already has undeniable added value: NSK's global leadership position in terms of bearings for original equipment...

MOTION & CONTROL™
NSK

Why do manufacturers

HYUNDAI

CHRYSLER
CHEVROLET
FORD

MAZDA
MITSUBISHI
SUBARU
SUZUKI
TOYOTA
HONDA
NISSAN
DAIHATSU
INFINITY
LEXUS

NSK has built its reputation as a leading equipment supplier through a technology policy based on 4 pillars:

Tribology, or the science of friction and wear: our manufacturing processes, surface treatment and lubricant formulations allow us to offer the fastest, quietest and most durable bearings.

Material Engineering: our research focuses on material composition, surface or thermal treatment processes as well as performance evaluation. The results of our basic research are then applied to our product development.

Analysis Technology: in product development, analytical studies and digital simulations are essential. We use them to model the strength of our products under conditions of extreme use to improve our manufacturing processes and the design of our products.

Mechatronics: a combination of mechanics and electronics that allows us to create breakthrough solutions for high performance engines, vehicle control systems, actuators and for all kinds of sensors...

choose us?



**NSK's ETCs
(European Technology Centers)**

have the distinction of being equipped with testing and validation systems specifically developed for bearings. For example, NSK has developed advanced software tools which can digitally simulate the movement and friction of its operating components.

NSK's 14 research centers operate in 5 key areas of activity

- Designing and developing new products.
- Detailed analysis of bearings and adjacent components.
- Application tests.
- Joint development with steel suppliers.
- Technical support to customers, distributors, garages and manufacturing units.

NSK has the same goal in all areas: to be N°. 1 in Overall Quality.

Through continuous investment and its modern regional R & D centers, the equipment supplier has the ability to meet its customers' highest requirements.

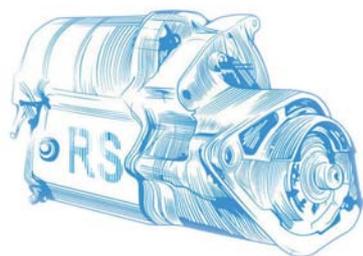
Each product manufactured by NSK is built to last and is designed to limit maintenance

Lasting, trusted collaborations

KUHAR, distributor, Russia

«Kuhar «Rightstarter» is a company specialising in the distribution and retail of starter motors, alternators and their components from our Moscow warehouse, as well as through our online store on Russian territory and the Community of Independent States. We have over 20 years' experience in the Russian market, with a coordinated team of professionals, a wide range of products, and an individual approach that allows us to meet the diverse needs of our partners. We have now been working with the NSK brand for more than 10 years.

And we are proud to say that we were one of the first NSK customers in Russia. At that time, there was no commercial representation of the brand in Russia and so we began our relationship in Poland. We visited the factories and met the Warsaw office



NSK'S STRENGTHS BY KUHAR

High quality products

Price competitiveness

NSK's market position for OE

managers. Result: we are one of the first authorised NSK distributors in Russian territory.

At that time, our long experience has allowed us to see and to properly assess the prospects for cooperation with NSK. It is not a secret that the NSK bearings market share in both original equipment and the aftermarket for starter motors and alternators is easily accessible to other premium bearing manufacturers. However, becoming the first NSK representative in Russia was not only exciting; it was also a real responsibility. »»

NSK'S STRENGTHS BY VOLTAGE

Undeniable quality

Flexible pricing policy

Desire for excellence and NSK's unique spirit

The privileged link between NSK and its customers

«Voltage is one of the largest distributors of spare parts in Russia for foreign cars. The company specialises in the distribution and retail sale of starter motors, alternators, bearings and other components. Active for more than 20 years in the market, we have formed a distribution network in different regions and cities of Russia, including Moscow, St. Petersburg, Kaliningrad, Novosibirsk and Yekaterinburg. We have also opened offices in Belarus, Kazakhstan and the Ukraine. We've been working with the NSK brand for 8 years. As soon as the Russian representative of NSK Poland started work, we were instantly interested in working together. We were invited to visit the plant

VOLTAGE, distributor, Russia

in Poland, we had a meeting with management on site, and we signed a contract. NSK did arrive late to the Russian market in the field of premium bearings. But it is public knowledge that on the world market, NSK holds a leading position, especially in the category of bearings for ignition and alternators. Now this is a key criterion for us. We are very satisfied with our collaboration and we are as confident of success as we are of the range of NSK bearings we stock today. »»



SAGA AUTO, distributor, Poland

« Saga Auto is a distributor of specialised automotive parts in Japanese and Korean vehicles. The Company has operated in the European market since 1996. We distribute spare parts produced by a number of renowned Asian manufacturers, including the NSK brand who we have worked with for about 15 years. Our product is based on original equipment, and in fact, our cooperation with NSK was a natural consequence of this policy. Specifically, the range of products

NSK'S STRENGTHS BY SAGA AUTO

Very good value for money products
Readily available goods from warehouses located in Europe

offered by NSK meets the needs of our company's customers as it is also one of the leading original equipment manufacturers, so it was a natural choice for our company. »



NSK'S STRENGTHS BY IXORA

High quality products
A wide choice
Comfortable logistics
The largest growth rate among all competitors

IXORA, distributor and retailer, Russia

« Ixora is the largest distributor and retailer of auto parts and accessories in the federal district of Volga. We have been in the market for 12 years, and today we have 20 stores and 28 regional offices in Russia. With more than 100 delivery vehicles at our disposal, we serve 160 cities in our area. Our 600 employees serve 5,000 retail customers and 105,000 permanent retail customers on a daily basis. We started collaborating with NSK in April 2014. For many years, we bought products from European NSK distributors. However, when

NSK established an office in Russia, we met the representatives of NSK to consider working together. Two months later we signed a contract for direct cooperation. Today, NSK is a brand with a small market share and big potential for growth in the premium category, so in the words of the «BCG matrix» NSK can be classified among the 'dilemma' brands! NSK is perhaps the most promising brand in the Russian automotive parts market. »



« NSK and its partners are setting the future in motion »

One is responsible for the development of NSK in the French aftermarket, the other is his counterpart in the German market. Mickael Mirek and Martin Farnschlader intend to make NSK a major player in after-sales in their respective territories. Thoughts on their winning strategies.

What is your overall view of the French and German Aftermarket markets?

Mickael Mirek. The French market is a mature market, perfectly organised and structured with French and international groups, national and regional platforms, distributors, fast fitters, e-commerce players and many MRAs.

Martin Farnschlader. The German market is heavily influenced by traditional wholesale trade as independent garages offer comprehensive solutions in all areas. It is also interesting to see what role e-commerce will play in the future and how manufacturers are trying to develop their business with independent garages.

What are your respective ambitions in these markets?

M. M. We learn quickly with a field-based, customer-oriented approach, and have the flexibility of a small organisation with the tools and resources of an international group. Entering a market after everyone else is not simple, but it's what motivates us and makes it an even more interesting challenge.

M. F. Our goal is to be a parts maker, but also a problem solver for dealers and garages. We focus on long-term partnerships based on trust and communication.

How will you organise your distribution?

M. M. We have relatively few French partners right now, because we are just starting this activity. My role is to identify the players who wish to accompany us and build a real partnership with them, on solid and long lasting foundations.

M. F. Our dedicated and ambitious team covers the most important markets in Europe and is characterised by its flexibility. We focus on customer proximity and speed of service.

What are your strengths?

M. M. Our staff and our products! Our expe-



rience in OE and many years of experience in the industrial aftermarket are also assets. Our products have long been on the OES market through manufacturer networks, but also through independent aftermarket and OEM market-leading brands.

M. F. It is important for our future partners to know that we only offer original quality products to the aftermarket; not only bearings but also related parts. Our partnership with TecDoc also allows us to support workshops in their daily activities with ad hoc repair information.

And your weaknesses?

M. M. Our range is currently limited, but we are here to explain our project and kick it off for the long term. We are aiming to be at the level of the current market leaders in less than five years.

M. F. In other industrial sectors and markets, NSK has long been perceived as a reliable producer of high quality bearings. On the automotive market we have yet to catch up because the ProKIT brand is unknown.

Next up for the Aftermarket in France and Germany: a stronger presence of NSK on the web?

BOTH. We are launching our website dedicated to the automotive aftermarket www.nsk-autoaftermarket.com, in English, for Automechanika. Several other languages (including German and French) will be available later. Our site will offer direct access to NSK on the TecDoc catalog, information on our products, distributor info and an overview of our production sites. But in terms of this distribution channel, we are not aiming to have our own e-commerce website for our products. Our focus is on partners with capacity for local storage and distribution of our products in the field.

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