



AUTOMECHANIKA SHANGAI 2019: STEIGENTECH LAUNCHES THE MICHELIN AUTOMOTIVE BELT KITS AND SUPER KITS

STEIGENTECH will participate Automechanika Shanghai 2019, our booth is at Hall 2.2 F01. During the show, from 3rd to 6th December 2019, STEIGENTECH will present its new range of MICHELIN Automotive belt drive system including timing belts, accessory belts, idlers, tensioners and Kits, designed and produced for the Asia Pacific automotive replacement market.

In 2016, STEIGENTECH decided to enter the automotive aftermarket, focusing on its top-in-class production operations and its original OE-quality material and performance.

The new market approach was carried out by the conclusion of a global licensing agreement between two international rubber experts on January 1st, 2018. Manufacturing under license from MICHELIN, STEIGENTECH has defined and validated an aftermarket program to provide performance, endurance and safety in its premium, OE quality product solutions supported by an assured network of professional delivery and service.

The MICHELIN brand represents quality, performance and safety; the same value proposition used in defining the new range of automotive aftermarket

The launched product portfolio is extensive and includes a complete range of friction belts, multi-ribbed belts, timing belts, and idlers / tensioners for both auxiliary and synchronous drives designed for replacement in most types of cars:

- Timing Belts
- Idlers and Tensioners for Timing Belts
- Timing Belt Kits
- Timing Belt Kits with Water Pump
- Accessory PK Belts
- Idlers and Tensioners for Accessory PK Belts

MICHELIN belts are manufactured with high quality materials: the rubber reinforced compound HNBR2 guarantees a high durability of the timing belt drives and operations under severe conditions; the EPDM1 across the complete range of accessory multi-ribbed PK belts, provide flexible belts, easy to install and running at low noise levels.

Perfectly designed to match a specific car application (model, year, engine), the MICHELIN idlers and tensioners provide the critical OE functions, fit and quality. The MICHELIN automatic tensioners are designed to maintain tension, engineered with flat spring design: they deliver controlled length variation and tension. Build in robust and heavy-duty cast aluminum case and arm, they reduce the risk of belt slippage, noise, or other failures due to belt elongation and wear.

STEIGENTECH offers a great range of idlers available in steel pulleys or in glass-filled polymers that ensure wear-resistant plastic pulley for serpentine drives.

Distribution Opportunities

The MICHELIN automotive aftermarket range is made available only to the independent aftermarket and supplies a wide variety of marketing activities for this market. For instance, the new range will be immediately available in the TecDoc Catalogue where the parts can be identified and found under the category "MICHELIN Engine Parts".

The group is looking for major national distributors willing to strongly commit and invest into the MICHELIN brand and its program. Entering late into a mature segment, STEIGENTECH understands the need to reward the conversion effort and has developed an attractive unique selling proposal in order to offer a credible alternative to the current main players: the cooperation of two strong brands, a clear and attractive commercial policy, and a real face-to-face partnership which is bringing agility, a service with respect, a multicultural environment and entrepreneurship.

Come and meet the STEIGENTECH team and its new MICHELIN range at Automechanika Shanghai 2019 to discover our exciting new distribution program, designed to deliver exceptional quality products with innovative logistics and aftersales support.

Find us in Hall 2.2, Booth 2.2F0