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‘Steering You Through Life’ - febi launches new Steering & Suspension campaign

febi’s new campaign, promoting their strong range of steering and suspension components, uses the slogan ‘Steering You Through Life’ to emphasise the essence and purpose of the highlighted products. Life is a journey, with challenging curves and blind bends along the way; with febi steering and suspension parts you have a reliable partner to help you stay safe and comfortable on whatever road you may take. With febi, drivers are receiving only the best quality in steering and suspension, as outlined at www.steering.febi.com

With a vast range of more than 10,000 steering and suspension articles, covering all popular European and Asian vehicle types, febi is providing customers with a full catalogue of products. Additionally, the ‘Fast to Market’ approach utilised by febi - involving constant research and development to continuously expand the range - allows for new articles to be released as soon as possible, for both new and existing vehicle models.

febi steering and suspension components are subject to special care in design, production and assembly; a philosophy applied to all products from the renowned brand, whether they be stabiliser links, tie rods or control arms. Designed, specified and manufactured to be direct OE replacements guarantees a high level of quality and reliability.

Additionally, with its exemplary know-how and manufacturing competence, febi utilizes that expertise for the production of a select number of steering and suspension articles at bilstein group Engineering - febi’s in-house manufacturing facility.

Furthermore, febi offers an innovative solution for workshops to save both time and money with more than 2,750 steering and suspension ProKits in the febi range. ProKits include all the necessary parts for a quick and efficient repair - underlined by a 3-Year Manufacturer Guarantee for all parts.

You can find out more about the febi steering and suspension programme at www.steering.febi.com

Background:

Ferdinand Bilstein combines the well-known product brands febi, SWAG, and Blue Print under the bilstein group umbrella. Together, the bilstein group offers more than 62,000 different technical spare parts for professional vehicle repairs. The internationally operating group of companies supplies its products to over 170 countries. For more information, please visit: www.bilsteingroup.com

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Ferdinand Bilstein GmbH + Co. KG
Wilhelmstrasse 47
58256 Ennepetal / Germany