

Date 11/07/2018

Pages 2

**Brand consolidation: bilstein group strengthens clutch competence**

After strategic considerations and analysis of international development potential, the bilstein group's management team have decided to consolidate clutch competence within the group under the product brands febi (for commercial vehicles) and Blue Print (for passenger cars). The broad clutch range from the KM brand, comprising of more than 1,500 products, will be transferred to the two renowned aftermarket specialists and added to their existing portfolio.

Kary + Mangler GmbH, the German clutch specialist based in Durmersheim, was taken over by Ferdinand Bilstein GmbH + Co. KG last year and successfully integrated into the organisation of the globally operating bilstein group. The Durmersheim site will become more important within the group in future and will be expanded into a cross-brand competence centre for clutches.

"The clutch product group is of strategic importance to the bilstein group. In 2017, we expanded our product range and continued to invest in quality assurance. Upon completion of this development, the KM range will be integrated into our febi and Blue Print brands in order to sustainably strengthen them," says Karsten Schüßler-Bilstein, Managing Director of Ferdinand Bilstein.

Ongoing investments in the Durmersheim site focus not only on the expansion of logistics capabilities, but also on the expansion of the quality testing facility. The bilstein group highlights its expertise in this area with the Clutch Competence Centre. The OE matching quality standard is continuously confirmed by extensive detailed product tests.

**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 60,000 different technical spare parts for professional vehicle repairs. The internationally operating group of companies supplies its products to over 170 countries.

---

**Publisher**

Ferdinand Bilstein GmbH + Co. KG  
Wilhelmstraße 47  
58256 Ennepetal