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Promoting digitalisation in the industry: Ferdinand Bilstein becomes a shareholder of TecAlliance

Since May 2018, Ferdinand Bilstein GmbH + Co. KG, globally renowned supplier and manufacturer of passenger car and commercial vehicle spare parts in OE matching quality, has been a shareholder of TecAlliance, one of the world's leading providers of data, integrated process solutions and consulting services for the automotive aftermarket. The long-standing family-run business from Ennepetal, Germany, has thereby strengthened its position in light of the increasing digitalisation of the spare parts aftermarket.

"Now more than ever, the automotive aftermarket needs quick access to all relevant vehicle data. We want to support the wholesalers and independent repair shops as a new shareholder of TecAlliance," says Group Managing Director Jan Siekermann. "TecAlliance is the leading provider of vehicle data, especially thanks to its TecDoc platform. We, on the other hand, are one of the largest suppliers of TecDoc data. Becoming a shareholder was therefore a logical step."

"Having a stake in such a renowned company will help us in our mission to promote digitalisation within our industry and to continue setting new standards in terms of data quality," says Jürgen Buchert, CEO of TecAlliance. "The expertise will flow towards improving our solutions even further and thus making our portfolio more competitive."

By introducing the bilstein group partsfinder last year, Ferdinand Bilstein proved just how intensively the company is addressing the issue of digitalisation and data preparation. With just a few clicks, users of this modern online platform can search for all passenger car components offered under the febi, SWAG and Blue Print brands. It also provides a range of helpful information such as instruction manuals and 360° photos.

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.

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