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Equip Auto 2011

Motor Service presenting broad lineup

Held in Paris, Equip Auto is considered the international meeting point for manufacturers, distributors and repair shops. This year the trade fair under the motto *Rééquiper l'avenir* (re-equipping the future) is taking place from October 11 to 15. More than 1,800 exhibitors have registered, among them the Motor Service division of KSPG AG. Responsible for the aftermarket, it is represented at the fair by MS Motor Service International GmbH, MS Motor Service France, Intec Sàrl as well as BF Germany GmbH on a combined booth H 26 measuring 190 m² in hall 6.

The division's fair presentation addresses wholesalers, parts distributors as well as workshops. MS Motor Service International focuses on the worldwide aftermarket business of the Kolbenschmidt, Pierburg and TRW brands. Its subsidiary MS Motor Service France serves the French market as well as the French-speaking markets of North Africa. The company is also known as a supplier of turbochargers and acquired Intec last year. Intec, based in Lyon, France, specializes in overhauling and selling turbochargers to the independent aftermarket. BF Germany has also been part of the Motor Service division since December 2010 and supplements the latter's product spectrum with structural and other parts for commercial vehicles.

Apart from the product range, a focal point of attention is a campaign for introducing the KS filter range with the aid of folders, posters and a dedicated microsite. Likewise showcased is IMA, the Motor Service program for industrial, marine and agricultural applications. Nonautomotive OEMs have their own specialist to contact on the booth.

MS Motor Service International GmbH is informing about service subjects such as know-how transfer in the form of customer training sessions carried out with the eXponentia partners as well as the My Motor Service customer portal which makes available online a comprehensive package of individual information and services specifically for customers.

MS Motor Service France is showcasing its engine parts program as well as turbochargers from Intec, Holset, and Garrett. BF Germany, too, is presenting its product range of commercial vehicles and biogas engine parts and illustrating these with large exhibits consisting of a shortblock and structural parts for commercial vehicle engines.

The Motor Service division is part of the KSPG Group. KSPG is an abbreviation for the two parent companies KS Kolbenschmidt and Pierburg. With these brands as well as TRW Engine Components, Motor Service ranks worldwide as a renowned supplier of engine components for the independent aftermarket.