

December 9, 2014

Fair debut for leading aftermarket player

## **MS Motorservice Asia Pacific presenting product highlights at Automechanika Shanghai**

**Automechanika is being staged at the New International Expo Centre in Shanghai, China, from December 9 to 12, 2014. Exhibiting for the first time will be MS Motorservice Asia Pacific Co.Ltd. on a two-storey stand F 06 in hall W1.**

*"In attending Automechanika Shanghai we are demonstrating our capabilities as foremost engine aftermarket supplier in China. We'll be meeting representatives from the world's workshop equipment sector—an opportunity for us to cultivate existing contacts. Also very important for us is to forge new contacts especially within the Asian market,"* states Dennis Baumann, President of MS Motorservice Asia Pacific.

The company is showcasing a broad product spectrum including pistons and plain bearings of the KS Kolbenschmidt brand, a variety of electric and vacuum pumps of the Pierburg brand plus a number of new products. Another central and clearly visible motif is KSPG AG's new brand profile encompassing the Motorservice Group, which is responsible for the aftermarket business. Within this rebranded profile, the aftermarket specialist is one of three KSPG divisions and emphasizes with greater intent than until now its expertise as the subsidiary of an original equipment (OE) manufacturer. Under the corporate slogan "Our heart beats for your engine" Motorservice defines itself as a service partner in all matters relating to the engine, a company with a broad lineup of quality products and services.

This year, Automechanika Shanghai is aiming for a record almost 5,000 exhibitors and over 80,000 visitors. It is considered to be Asia's biggest trade fair for automotive parts, accessories, workshop equipment and after-sales services and represents an important platform for tapping China's growing aftermarket and workshop equipment sector.

### **About Motorservice**

The Motorservice Group is the sales organization for the global aftermarket operations of KSPG AG (previously Kolbenschmidt Pierburg). It is a leading supplier of engine components for the independent parts market. Its brands include Kolbenschmidt, Pierburg, and TRW Engine Components. A lineup remarkable for its breadth and depth allows customers to source their engine parts from a single supplier. As problem solver for the trade and workshops, it also provides an extensive customer support package and engineering expertise as a subsidiary of a

major auto-industry supplier. The Chinese subsidiary MS Motor Service Asia Pacific has a staff of over 40. Its products mainly include pistons, plain bearings, coolant and fuel pumps, electric and mechanical valves, cylinder heads, filters, gaskets for the Asian markets.

### **About KSPG AG**

The KSPG Group (Kolbenschmidt Pierburg), which represents the Mobility sector within the Rheinmetall Group, has annual sales of €2.46 billion (2013) and ranks among the 100 biggest auto-industry suppliers worldwide. Some 12,000 employees and around 40 production plants in Europe, the Americas, Japan, India and China develop and manufacture components, modules and assemblies for the drive systems of present and future vehicles. The Group has as many as eleven locations in the Chinese regions of Shanghai und Yantai from where both Chinese and international automotive OEMs are supplied.

This first-tier supplier, present on the international automotive markets, consists of three divisions: Hardparts, Mechatronics, and Aftermarket. Clustered under the Kolbenschmidt brand is KSPG's Hardparts division comprising car and commercial vehicle pistons, large-bore pistons, engine blocks, cylinder heads, and structural parts in aluminum. The division's business also includes other castings, plain bearings and continuous castings.

The Pierburg brand covers KSPG's Mechatronics division: modules and assemblies for emission control, solenoid valves, actuators and valve train systems, oil, water and vacuum pumps for cars, trucks and offroad vehicles.

Last but not least, the Aftermarket division under the Motorservice brand embraces the global aftermarket business in the Group's and third-party products in over 130 countries. As a foremost supplier of engine components Motorservice offers its customers from a single source an extensive lineup of engine parts.