

Press Release

Munich, September 19, 2017

Knorr-Bremse partners with the “Quality is Added Value” initiative

Knorr-Bremse has signed up to the commercial vehicle initiative “Quality is Added Value”. “Quality is Added Value” is a German initiative (“Qualität ist Mehrwert”) that brings together prominent manufacturers of automotive components for the aftermarket. The aim is to boost awareness of the importance of quality during vehicle repairs, and to this end, the initiative highlights the benefits of high quality parts for the parts trade, repair workshops and drivers.

As a future-oriented company with a long-term mindset and approach, Knorr-Bremse makes an ideal partner for “Quality is Added Value”. All partners of the initiative stand for exceptional quality standards and are concerned to raise awareness among unaffiliated repair workshops of the potential risks of dealing in and installing inferior quality parts in their customers’ vehicles. At the same time, even the best parts cannot perform correctly if they are not installed correctly. “Quality is Added Value” therefore also advocates professional structures and communications at repair workshops.

The rising pressure of costs in the transportation industry means that repairs and maintenance must be carried out as quickly and economically as possible, but this must not be allowed to compromise vehicle safety or reliability. In response, under the banner of its TruckServices brand, Knorr-Bremse offers vehicle operators, workshops and dealerships high quality products and service solutions for commercial vehicles of all types and ages. Replacement parts of original equipment quality, repair kits and services including training, a hotline and e-Services are just part of an extensive portfolio. One recent addition here is the modular telematics solution ProFleet Connect. This is available for retrofitting to any make of vehicle and thus offers added value for multi-brand fleets in particular. At the same time, the topic of energy efficiency is becoming more and more important. Against a backdrop of scarce resources, rising energy prices and more stringent climate action requirements, Knorr-Bremse offers energy-efficient systems such as the compressor with clutch and electronic air treatment.

Caption: For further details contact kontakt@qualitaet-ist-mehrwert.de | © Qualität ist Mehrwert CGW

Knorr-Bremse is the leading manufacturer of braking systems and supplier of additional sub-systems for rail and commercial vehicles, with sales totaling approximately EUR 5.5 billion in 2016. In 30 countries, some 25,000 employees develop, manufacture, and service braking, entrance, control, and energy supply systems, HVAC and driver assistance systems, as well as steering systems, and powertrain and transmission control solutions. As a technology leader, through its products the company has been making a decisive contribution to greater safety by road and rail since 1905. Every day, more than one billion people around the world put their trust in systems made by Knorr-Bremse.

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