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Motor Service

Growing aftermarket business

For years now, the Motor Service Group has successfully been selling parts on all the international markets. As the marketing organization for the global aftermarket business of Kolbenschmidt Pierburg it is a foremost supplier of engine components for the independent parts sector. Its premium brands include Kolbenschmidt, Pierburg, and TRW Engine Components.

Among the growth markets of Motor Service are China, a number of neighboring countries, and India. The Chinese subsidiary, MS Motor Service Asia Pacific Trading Co., Ltd. (MSC) headquartered in Shanghai, has since its formation in 2009 grown steadily and meanwhile extended its portfolio from originally four to seven brands including Elring and Hengst Filter. The independent workshops in the Far East need a supplier from whom they can obtain from a single source all the important parts and components in and around the engine along with the related technical know-how.

Manja Hies, General Manager of MSC, has ambitious goals for the years ahead. She comments, *“In order to win over new customers we must be even better known in the market. If we are to successfully market our products the workshop employees must be properly trained. This is why it is important for us to offer our customers information material in Chinese. This includes technical brochures and instructions for assisting workshops in the installation of our products.*

Elsewhere in the world, Motor Service’s extensive European range for heavy-duty trucks is a decisive success factor. In South American countries such as Bolivia, Peru, and Chile, there is a large commercial vehicle population, primarily Volvo and Scania trucks. Another big commercial vehicle market is North Africa, especially Morocco, Tunisia and, above all, Algeria. To the latter alone, Motor Service ships out annually around two million engine parts.

“In Algeria, there is demand for engines long absent from the European market. These ‘vintage’ models are in constant need of repair if only because the engines in trucks traveling through the desert often have to be overhauled since the sand is deposited in the engine,” says Sven-Eric Malmberg, Sales Director at Motor Service.

The challenge of globalization and electronics in today's engines

Successful European motor vehicles with their electronic engine controls frequently pose diagnosis and repair problems for automotive technicians in many countries. Hence Motor Service is planning to expand its training and update courses for independent workshops and specifically make available its expertise in the local languages of these emerging nations. This specialized knowledge is made available in the form of technical brochures, folders, instructional and installation charts and posters. Users are provided with practical tips and information for the diagnosis of malfunctions along with the possible causes plus trouble shooting recommendations and installation instructions acquired "from practical experience for practitioners."