



thyssenkrupp

thyssenkrupp Carbon Components GmbH • Frankenring 1 • 01723 Kesselsdorf, Germany

PRESS RELEASE

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thyssenkrupp intensifies sales activities for carbon wheels

- Chassis specialist thyssenkrupp Bilstein manages sales activities for motorcycle carbon wheels by thyssenkrupp Carbon Components in selected countries
- Targeted markets are: USA, Canada and Mexico
- Joint worldwide marketing activities in motorcycle motorsports planned

The lightweight expert thyssenkrupp Carbon Components and the chassis specialist thyssenkrupp Bilstein intensify their joint promotion and sales of premium tuning components for motorcycles made of carbon fibre reinforced plastic. In a first step, the target of the cooperation is the NAFTA area. thyssenkrupp Bilstein will lead the commercialisation of all thyssenkrupp Carbon Components aftermarket products in the USA, Canada and Mexico with immediate effect, offering the exclusive carbon wheels via their established sales channels. The development and productions of all wheels remains in responsibility of thyssenkrupp Carbon Components in Germany.

“Entering the NAFTA motorcycle market is a major step for our company. Being able to utilise the extensive sales experience and the established network of thyssenkrupp Bilstein is an enormous strategic advantage for us,” explains Dr. Jens Werner, CEO of thyssenkrupp Carbon Components GmbH.

The companies are highlighting their collaboration also to the public. With a shared engagement in superbike motorsports during the current season, they equip the British CTRacing team with the unique, braided carbon wheels by thyssenkrupp Carbon Components as well as the new high-performance suspension system by thyssenkrupp Bilstein.

thyssenkrupp Carbon Components develops and produces carbon wheels for automobile and motorcycle manufacturers and also supplies end customers with motorcycle wheels. The company in Kesselsdorf near Dresden, Germany was founded in 2012.

All carbon wheels by thyssenkrupp Carbon Components are manufactured highly automated with a patented braiding technology on the world’s largest radial braiding machine. Thus, it is possible to achieve the highest quality and lightweight requirements at the same time.

picture 1: tkcc_200427_pic1.jpg

caption: BMW S 1000 RR with thyssenkrupp carbon wheels and Bilstein suspension system

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picture 2: tkcc_200427_pic2.jpg

caption: Braided carbon wheels by thyssenkrupp Carbon Components and suspension system parts by thyssenkrupp Bilstein

picture 3: tkcc_200427_pic3.jpg

caption: Braided carbon wheels by thyssenkrupp Carbon Components

image source: thyssenkrupp Carbon Components GmbH

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