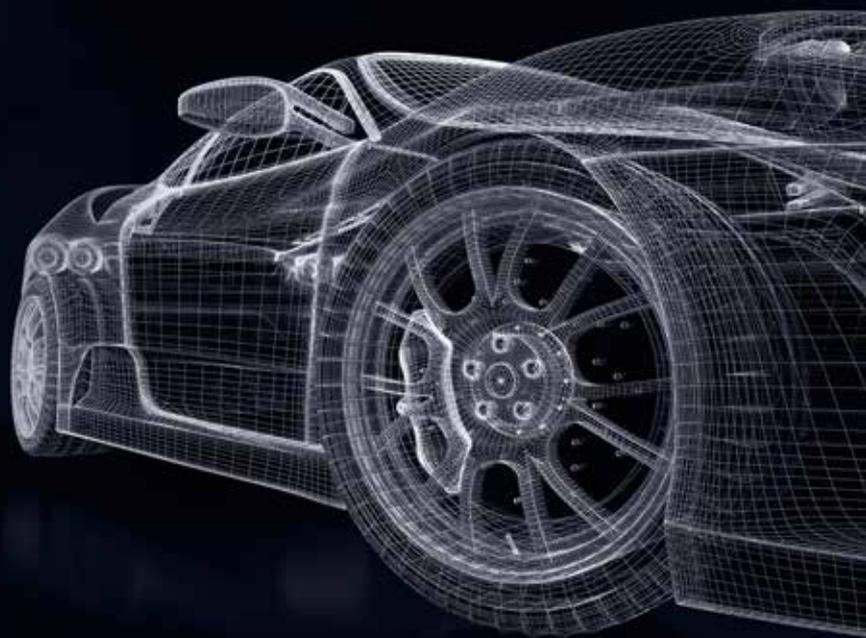


# AUDURA

MORE VALUE



GOOD QUALITY.  
**GOOD PRICE.**

Our AUDURA brand stands for high-quality parts at fair prices so that workshops and car drivers do not have to compromise on quality or costs.

It originated from workshop owners and motorists wanting affordable and high-quality spare parts.

This is made possible thanks to production in factories with decades of experience in the production of wear parts in their original quality<sup>1</sup>.

Successful thanks to strong customer focus and constant continued development of the ranges on the basis of workshop feedback.





## WHEN **PERFECTIONISTS** MANUFACTURE PARTS

All work is performed with meticulous care and attention during the development of parts for our AUDURA brand. Material, processing, fitting accuracy and durability of the products are just some of the aspects that are clearly and precisely defined. The quality management system applies to all levels, from product specifications, to initial samples and standard parts, to the delivered goods. To ensure consistently high quality, targeted analytical methods are carried out at all stages of the product life cycle.

Feedback from the market is used to draw conclusions about the level of quality. That way, the parts of our AUDURA brand are constantly improved and high customer satisfaction is ensured.

Workshops receive a three-year warranty on all AUDURA brand parts<sup>2</sup>.

# SAVE WITH THE AUDURA BRAND.

For the AUDURA brand, we do not use sales staff who visit and advise workshops on site. In addition, international bulk quantities are bundled together and logistics routes are optimised. Information about the products can be mainly found digitally.

Cost savings can be achieved through the targeted selection of production plants with efficient manufacturing processes. Workshops and motorists benefit from this.

The range of the AUDURA brand includes only spare parts which are in high demand. As a result, warehousing costs can be kept low. This leads to lower prices.

100 percent of all these advantages are passed on to our customers.





“SOMETIMES, IT JUST HAS TO BE  
**GOOD AND COST EFFECTIVE.**”

Peter S., workshop owner from Herne, Germany

“I’ve never before been offered favourable alternatives. Thanks to the AUDURA brand, in the future, I will be able to offer AUDURA spare parts including three years’ warranty to motorists who can only buy at low prices.”

Manfred S., workshop owner from Weichs, Germany

“Some motorists do not attach any importance to any particular brand logo on the spare parts. Whenever good quality at a fair price are in demand, I will always offer spare parts from AUDURA.”

Peter R., workshop owner from Offenbach, Germany

“Motorists who drive cars that are a bit older, but are still common, ask me if there are more cost-effective solutions. When it comes to wages, I cannot make any compromises. Thanks to AUDURA spare parts, in the future, I can offer a discount of 20, or even 30 percent.”

Christoph S., workshop owner from Herten, Germany



## MORE INFO IS ONLY **ONE CLICK AWAY.**

Visit [www.audura.parts](http://www.audura.parts) to learn more about our product range. See Facebook and YouTube for the latest news about the AUDURA brand. E-mail [info@audura.parts](mailto:info@audura.parts), or sign up for the free AUDURA newsletter.

 [www.audura.parts](http://www.audura.parts)

 [facebook.com/audura.parts](https://facebook.com/audura.parts)

 [info@audura.parts](mailto:info@audura.parts)

Subject to modifications and errors without notice. Similar images. This brochure does not represent an offer to conclude a contract. The purchase of parts of the AUDURA brand is possible only through authorised automotive wholesalers.

<sup>1</sup>Quality for the purposes of an original part in accordance with the provisions of the BER [Block Exemption Regulation] [EC] No. 461/2010 and related supplementary guidelines of the European Commission [2010/C 138/05].

<sup>2</sup>The respective current general conditions of sale and warranty conditions of the AUDURA brand can be found at [www.audura.parts](http://www.audura.parts).

Edition 01.2016



[www.audura.parts](http://www.audura.parts)