



Diverse Product Offerings for Aftermarket Fluids

Application: Automotive Aftermarket Fluids

Location: USA

Challenge

Offering both genuine and aftermarket fluids are one way for distributors to diversify their product offering to their customers. It is also important for distributors to offer a complete range of solutions to simplify supply chain management for their customers. FUCHS helped a distributor specializing in European autoparts do just this.

Solution

The FUCHS Automotive Aftermarket team worked closely with the distributor to identify gaps in their product offering and areas where aftermarket fluids could be offered in addition to genuine fluids. Together the team identified 13 products with OEM approvals from BMW, Volkswagen, and Mercedes Benz to close this gap. These products included engine oils, transfer case fluids, dual clutch fluids, and automatic transmission fluids.

Results

With these additional products from the FUCHS TITAN line, the distributor was able to diversify their product offering for their customers and differentiate themselves from their competitor with advanced fluids backed by German technology. We were also able to help the distributor increase their margins and increase their revenue by 25%.

Advantages

- OEM Approvals
- Improved Margins
- Diverse Product Offering

CASE STUDY

Products

PRODUCT	PRODUCT TYPE	APPROVALS	FUCHS RECOMMENDATIONS
TITAN GT1 FLEX 3 5W-40	Engine oil	BMW LONGLIFE-04 MB-APPROVAL 226.5 MB-APPROVAL 229.31 MB-APPROVAL 229.51 MB-APPROVAL 229.52 PORSCHE C40 RENAULT RN0700/RN0710 VW 511 00	API CF CHRYSLER MS-10725 FIAT 9.55535-GH2 FIAT 9.55535-S2 FIAT 9.55535-T2 FORD WSS-M2C917-A VW 505 00/505 01
TITAN GT1 FLEX C3 0W-30	Engine oil	BMW LONGLIFE-04 MB-APPROVAL 229.31 MB-APPROVAL 229.51 MB-APPROVAL 229.52 PORSCHE C30 VW 504 00/507 00	API SN CHRYSLER MS-11106 FIAT 9.55535-S3
TITAN TCF-1	Transfer case fluid	MB-APPROVAL 239.41	BMW 83 22 2 409 710 (BMW DTF 1) BMW 83 22 0 397 244 LAND ROVER IYK500010 NISSAN 999-MP-TF0870P PORSCHE 000 043 301 36 PORSCHE 000 043 305 63 VW G 055 015 VW G 052 515 VW G 055 515
TITAN FFL-52529	Dual clutch transmission fluid	VW TL 52 529-C (G 055 529)	
TITAN ATF 8400 ULV	Automatic transmission fluid		AISIN WARNER AW-2 BMW 83 22 2 413 477 (ATF 7) DEXRON ULV FORD MERCON ULV FORD WSS-M2C949-A PSA 16 350 560 80 VW G 053 001 VW G 060 540 VOLVO 31492172