



“A DATE WITH THE AFTERMARKET”
STRUT BEARING SPECIAL

Having already built up a formidable digital presence over the past several years now in order to maintain regular contact with garage professionals, world leading automotive manufacturer NTN-SNR fully intends to continue following that strategy in 2021. Accordingly, the supplier is unveiling 4 new “Date with the aftermarket” videos, this time dedicated to its strut bearing range.

After having revealed the secrets of its CVJ range and TechScaN'R application, NTN-SNR is now continuing the adventure by turning the spotlight on its strut bearings. The event's featured speaker is [Nicolas](#), Group Manager NTN-SNR, who will share the supplier's expertise in this part, which is 100% Made in France.

“Suspension components are an integral part of the road holding function and play a vital role in automotive safety. It's a product that's far more technically complex than it seems. So its production demands the genuine expertise of the bearing manufacturer. With over 100 years of experience and 30 million strut bearings produced each year at Seynod, France, NTN-SNR is one of the leaders in this segment today with more than 35% market share in Europe,” he explains.

Innovation has been an essential part of the supplier's DNA from the very beginning. With that in mind, Nicolas also reviews the details of the strut bearing with aluminum support spring recently presented to the market alongside [Vincent](#), Innovation Project Manager NTN-SNR. Rigid and robust, recycled and recyclable, aluminum provides real benefits, such as significant weight savings that help meet the increasingly strict demands of European regulations.

And finally, the supplier chose to pass the microphone to a garage professional to remind viewers of risks and to offer good tips for the lasting, reliable maintenance of a strut bearing assemblies, which are indispensable for the proper operation of a vehicle.

Released at weekly intervals over the course of January, the 4 videos will be available in 10 languages on social media and on the [NTN-SNR YouTube channel](#).

PRESS CONTACTS:

• [MIDNIGHT PURPLE](#)

Emilie DESLANDES
edeslandes@midnightpurple.fr
+33 (0) 6 71 24 17 01

Camille HUZE
chuze@midnightpurple.fr
+33 (0)1 53 20 49 03

• [NTN-SNR](#)

Carol DONAT
carol.donat@ntn-snr.fr
+33 (0) 6 77 02 87 04

Commentaire [BE1]: Nicolas Delain,
EMEA Group Product Marketing
Manager NTN-SNR ?

Commentaire [BE2]: Vincent
Pourroy-Solari, Automotive Innovation
Manager NTN-SNR ?