



WHEEL BEARINGS GET TOP BILLING IN “DATE WITH THE AFTERMARKET”

In the context of its “Date with the aftermarket” series, NTN-SNR is keeping its network active. True to form, the world-leading automotive manufacturer has once again focused 4 new videos on one of its product lines, this time highlighting wheel bearings!

The manufacturer’s historic flagship product, the wheel bearing has undergone continuous development. With 100 million wheel bearings produced at production sites each year and a line of more than 1,200 wheel bearing kits covering more than 98% of the motor vehicles registered in Europe today, NTN-SNR is an undeniable leader in this market. To maintain that position, the company never stops innovating. Recently, the teams have been considering the problem of the steering angle of vehicles, especially electric ones, and are currently developing a new generation of wheel bearing with a more compact drive train. With a 35-mm reduction in the axial dimension, this bearing will provide for up to 3° more steering angle. Completed at the end of 2020, the prototype has undergone testing since January and could be presented to potential customers before summer 2021, giving NTN-SNR a clear technological edge over its competitors.

So NTN-SNR is using these 4 extraordinary videos to retrace 100 years of expertise and to unveil the secrets of this brand new innovation by turning the mic over to Olivier BLANCHIN, Product Innovation Manager. Working hand in hand with aftermarket and repair professionals as well as distributors, NTN-SNR will also outline its bearing personalization solutions enabling their commercialization under the distributor’s brand. *“By offering good value for the money, they are enjoying great success,”* explains Amélie PAVIET, Automotive Aftermarket Marketing Manager. And last but not least, as a reliable partner of car enthusiasts everywhere, the manufacturer will appear alongside a car collector to review its large

line of sometimes hard-to-find parts used to maintain and repair old-timers.

Released at weekly intervals from late March through late April, the 4 videos will be available in 10 languages on social media and on the [NTN-SNR YouTube channel](#).

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