



NTN-SNR STRUCTURES ITS MARKETING DEPARTMENT TO BOOST ACTIVITY

Faced with an extremely difficult year, the NTN-SNR teams have successfully created positive momentum – a momentum that is reflected on the market by the introduction of new part numbers expanding the supplier’s range. Far from stopping there, the worldwide leader is also structuring its marketing department to continue developing its product lines and thereby achieve the objectives set for the year ahead.

PRODUCT RANGE EXPANSIONS TO CONTINUE IN 2021

Despite the current public health situation, which has affected the global economy since last March, all of NTN-SNR’s teams helped launch product range expansions on the market. Specifically, new part numbers have been added to the supplier’s ranges covering Wheel, Suspension, Driveshaft Kits and Engine Timing Kits. The Japanese company has also oriented its development towards the Driveshaft and Trucks ranges, which are currently demonstrating excellent growth, thereby enabling NTN-SNR to retain its leading position on the automotive aftermarket.

“Due to the surge in mixed-use SUVs for urban and all-terrain driving, driveshafts are subject to ever greater demands, especially in certain countries where road conditions are less than optimal. So NTN-SNR applied its expertise as a manufacturer in Europe and Japan to design even stronger components. The competence we built up has established our genuine authority in the field of certain parts specific to heavy goods vehicles. That’s why, given the extensive HGV fleet in Europe, we worked this year in close collaboration with the professionals to extend our Trucks range beginning with the introduction of the most frequently requested part numbers,” explains Romain Petellaz, Product Line Manager Truck & Driveshafts (CVJ products).

Taking advantage of that welcome momentum and a genuine desire to address the needs of the market, NTN-SNR plans to continue developing all of its ranges in the coming year. Heavy emphasis will be placed on the Driveshaft segment and on additions to the Engine Timing parts range. The

latter will include, in particular, timing kits with water pump, as well as auxiliary kits with the ambitious goal of more than 50% growth. Work will also continue on the Wheel and Suspension ranges, where the equipment supplier fully intends to double the number of new part numbers in 2021. To maximize its chances of success, the equipment supplier is structuring its marketing department in a way that reinforces the teams.

NICOLAS DELAIN JOINS NTN-SNR

Nicolas Delain, who took up his new position on October 12, started out his career at ZF, where he developed a true passion for technology and the automotive industry as a product manager. Following that initial experience in the automotive aftermarket, his work for various automotive suppliers such as Valeo and Hella over the course of more than a decade familiarized him with the marketing environment. Keenly aware of the need for close collaboration with field service to establish suitable management and product range development strategies, his career path has now led him to join the NTN-SNR team as Group Product Marketing Manager.



In this new position – the creation of which demonstrates NTN-SNR’s resolve to strengthen its teams despite the current business climate – Nicolas Delain will supervise the product managers of the group’s different product ranges and report directly to Amélie Paviet, EMEA Marketing Manager. His

objective will be to implement the group's strategic vision through the operational management of product development programs, which are aligned with customer needs, in order to help NTN-SNR maintain its market focus.

"I'm thrilled to join a group like NTN-SNR. With the automotive world in a continuous state of flux, adaptation and renewal are essential for a company to stay ahead of the pack. In assuming these new responsibilities, I'm confident that I can leverage my experience and contribute to the group's development on the automotive aftermarket," affirms Nicolas Delain, Group Product Marketing Manager.

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