

PRESS RELEASE - 06/03/2025

NTN Europe conquers the market with its growing range of shock absorbers

Following its successful entry into the shock absorber market in December 2023, NTN Europe is continuing to capitalise on its expertise in the wheel corner. At the start of this year, 70 new references covering European, Asian and American applications have been added to the range of shock absorbers from the world's leading equipment manufacturer.

To develop this range of shock absorbers, NTN Europe continues to draw on its expertise in the wheel corner (wheel-transmission-suspension assembly) and the industrial know-how of its partner LTM, a subsidiary of the Mecatech Group. NTN Europe, which has been working with the world's leading car manufacturers for many years, has chosen to concentrate on gas technology, which is the most commonly fitted in series production. Its expertise in OE enables it to offer the aftermarket products that meet their expectations and whose quality meets the highest standards. NTN Europe's range of shock absorbers, designed to meet all the needs of the EMEA (Europe, Middle East and Africa) territories, is therefore a guarantee of quality and ease of assembly for repairers, while guaranteeing optimum comfort and safety for motorists.

"The launch of this strategic range to complement NTN Europe's suspension offering has been very well received. In just one year, these products have established themselves in key markets such as France, Russia and Poland. Demand is also growing on the European continent, particularly in Italy, Eastern Europe and the Balkans," says Jonathan Moreno, Head of the Shock Absorber range at NTN Europe.

To continue attracting more professionals, NTN Europe is launching 70 new gas shock absorber references at the start of the year, for internal combustion vehicles of all makes. Of these, 70% are front shock absorbers and 30% rear shock absorbers. This extension of the range will enable the equipment manufacturer to cover a further 3% of the European vehicle fleet, with the aim of reaching 90% coverage in the near future. To achieve this, NTN Europe will continue to develop its range. A new wave of extensions is already planned for the end of 2025 to offer the most complete range of shock absorbers possible.



A growing range with confirmed performance

In July 2024, in order to put its range of shock absorbers to the test, NTN Europe called on an independent body, the École de la Dynamique Automobile (EDA), headed by Yannick Baillat, to carry out a series of road tests. Carried out on a Citroën C3, in accordance with manufacturers' standard procedures, these tests quantified the quality of the shock absorbers' performance. Numerous criteria were evaluated, both hot and cold, to determine their impact on steering, road holding and vehicle safety, as well as on driver comfort, whatever the condition, road surface or driving situation.

Against 3 competing shock absorbers (including those fitted as standard), the 2 SNR front/rear assemblies stood out positively during these tests. SNR shock absorbers fitted with SNR suspension kits benefit from the expertise of NTN Europe, the leading OE manufacturer of suspension kits in Europe. The equipment manufacturer is also the only industrial player to manufacture these 2 components, which are crucial to guaranteeing vehicle comfort and safety. They are neither too soft, which would impair trajectory control and therefore vehicle safety, nor too firm, which would result in a loss of comfort for the driver and passengers.

- In terms of **road holding**, on a good road the SNR units offer performance equivalent to that of the original and competitor dampers, with averages of between 7/10 and 8/10. The same is true on bad roads. With an average of 7.5/10, SNR shock absorbers overtake the No. 1 competitor and match the level of quality offered by standard shock absorbers.
- The comparative tests also revealed that the SNR units provide excellent body support. In terms of **steering and handling**, NTN Europe achieved averages of 8/10 and 8.5/10 respectively, as did the No. 2 competitor's shock absorbers. The original shock absorbers scored an average of 5/10, while competitor No. 1 scored 6/10.
- SNR units also offer real added value in terms of **comfort**. With an average of 8.5/10, they guarantee better balance than the standard shock absorbers (7/10) and its two competitors (5/10 for No. 1 and 8/10 for No. 2).

- Finally, the performance of SNR shock absorbers was also praised in the **VDA avoidance test**. They received an excellent average score of 9/10, as did the No. 2 competitor, compared with the original shock absorbers and those of the No. 1 competitor, rated 5/10 and 6/10 respectively.

Evaluated according to the very strict criteria of the original equipment market, **SNR shock absorbers offer superior performance to the requirements of the aftermarket**. They therefore fully meet aftermarket demand for premium products

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

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

GOOD ROAD & BAD ROAD TESTS					
	ORIGIN	Front/rear assembly SNR n°1	Front/rear assembly SNR n°2	COMPETITOR n°1	COMPETITOR n°2
GOOD COURSE KEEPING	8	8	7	7	8
POOR ROAD HOLDING	7,5	7,5	7	6	8
DIRECTION / STEERING	5	8	7	7	8
BEHAVIOUR	5	8,5	7	6	8,5
COMFORT AND BALANCE	7	8,5	7	5	8
VIBRATION COMFORT	8	6	7	5	7,5
VDA ROUTE	5	9	0	6	9