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Aftermarket technical support – NTN Europe invents and reinvents itself

Always striving to provide the best possible support to garages every day, NTN Europe continues to develop its video-based documentation. As a result, nine tutorials produced in collaboration with "Ma Clé de 12" were posted to YouTube for automotive professionals in early April. At the same time, the manufacturer is revising its own YouTube channel's tree structure for faster and easier access to the various content there.

The subject of a [short video](#) teaser published on NTN Europe's social media networks in mid-March, nine tutorial videos produced in collaboration with "Ma Clé de 12" are now available online!

The enthusiastic team of automotive influencers at "Ma Clé de 12" produces technical videos for both DIY and professional mechanics. And its YouTube channel of the same name offers their videos in five languages (English, French, Spanish, Italian and German). Producing 1,000 tutorials annually for more than 140,000 subscribers throughout Europe and consulted at a rate of over 1.5 million views per month, "Ma Clé de 12" has successfully carved a niche for itself in the automotive mechanics landscape. And that success is clearly beneficial for NTN Europe, which expects to leverage these instructive tutorials and the popularity of "Ma Clé de 12" to reach all the markets it serves.

Available for viewing on the [Ma Clé de 12](#) YouTube channel since 1 April, the nine new videos provide useful technical tips and valuable advice for installing NTN Europe's products, including wheel bearings, wheel speed sensors, drive shafts, tensioner and idler rollers, and timing and accessories belts. Each replacement operation is specifically filmed on one or two popular vehicle models – ones widely circulating among registered vehicles today – in response to the strong existing demand. These parts are technically advanced and require expertise to prevent returns to the garage due to installation issues. Thanks to these videos, garages can follow best practices and save time while also maximising customer satisfaction. Primarily the result of a meeting of minds, this partnership between SNR and "Ma Clé de 12" marks the start of a great technical adventure.

NTN Europe is also taking this opportunity to restructure the automotive aftermarket-focused [YouTube channel](#) that it launched in 2021. With its global reach, the manufacturer makes sure to supply content that can be

accessed by internet users from the different markets that the Group covers. Accordingly, videos have been grouped into sub-categories organised by topic. With the needs of internet users in mind and to make it easier for them to search for videos, NTN Europe is reorganising its channel by language. As a result, since mid-March, garages and aftermarket players can now choose either to search for all videos directly under "Technical Tutorials" or to filter content for any given country in their own language.

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