

2012 EDITION

# AUTOMOTIVE BRAND NEWS



## SHOW SOME TEETH



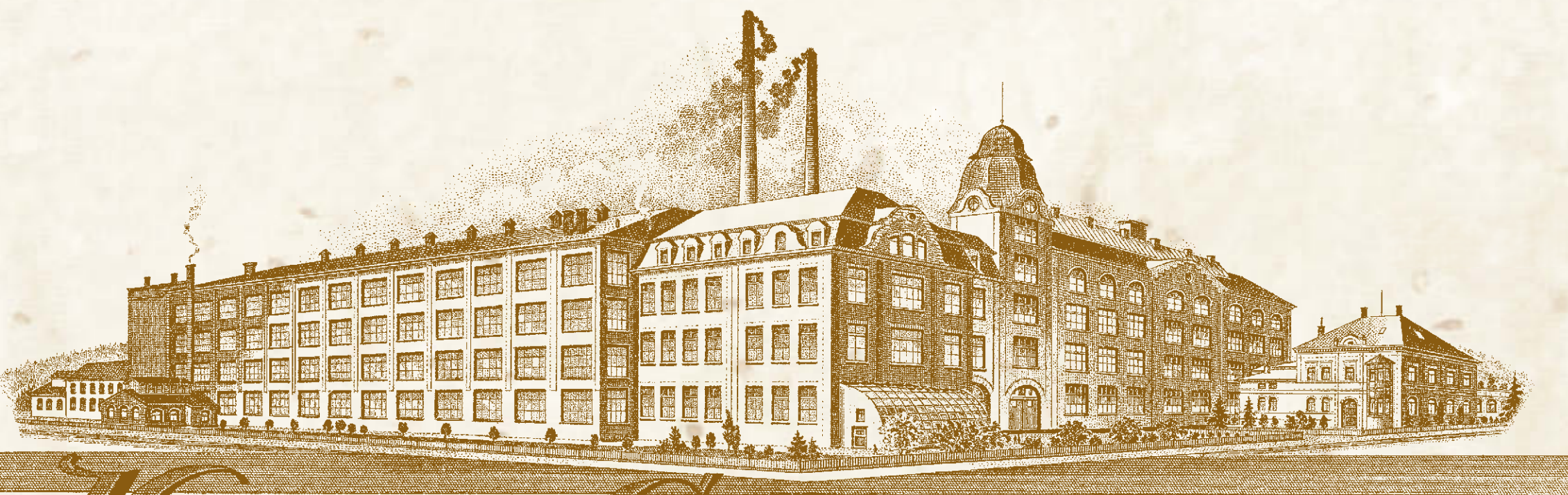




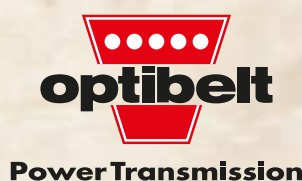
Celebrate with us:  
www.140-years-of-quality.com



From being a rubber thread producer in a Westphalian province to becoming an internationally operative company – the OPTIBELT story hasn't just been successful, it has also been eventful. The company can now look back on over 140 years of history which is reason enough to compile all the highlights of this impressive development for the anniversary year 2012. We have put together some facts for you here, but if you would like to find out more, visit [www.140-years-of-quality.com](http://www.140-years-of-quality.com).



**Höxtersche Gummifädenfabrik**  
EMIL ARNTZ, Kom.-Ges.



## THE MOST IMPORTANT CHAPTERS FROM THE OPTIBELT SUCCESS STORY

Passion meets precision. This is the guiding principle of OPTIBELT and is also the title of a fascinating success story. Why? Products that meet the highest demands can only be created through the unique combination of passion for technical progress and maximum precision in the manufacturing process.

The foundation for this was set in 1872 by Emil Arntz. He established the HÖXTER RUBBER THREAD COMPANY and soon found customers thanks to the convincing quality of his products. Spurred on by demand, the product range was quickly expanded: Brake pads for carriages, football bladders, hot water bottles and much more were developed and even exported to other European countries.

Between 1910 and 1912 extensive investments were made in the modernisation and expansion of the factory, so that over the decades the Höxter Rubber Thread Company remained technically superior to its competitors. The Roaring Twenties were characterised by a wide variety of product innovations and improvements.

After the Second World War, in 1948, the company was fortunate enough to receive a licence to resume production. From then on everything went quickly: V-belts were included in the range under the name OPTIBELT and quickly became one of the company's leading brands. Between 1951 and 1954 the production volume tripled due to high demand.

The following decade was characterised by continuous expansion. First in Europe, then from 1975 also overseas under the new name ARNTZ OPTIBELT KG and later into the Far East. Technical milestones at this time were the set constant raw-edge V-belts as well as the worldwide unique maintenance-free OPTIBELT RED POWER II.

However, even these products had already been further improved and superseded by new, higher performance innovations. Current top products included the belts ALPHA ATC, SUPER E-POWER and RED POWER III. With these products OPTIBELT created the best conditions for the next 140 years.





# CAR POWER

“So your car purrs like a kitten.”

Michael, 33, mechatronics technician

## TRUST IS A PROFESSIONAL REPAIR SHOP'S MOST VALUABLE ASSET

Trust is the foundation for success. Nothing is riskier than putting this trust in jeopardy – for example, by installing cheap replacement parts. For this reason, increasing numbers of professional repair shops around the world rely on the OEM quality of OPTIBELT. The engineers at the family-owned German company invest a remarkable amount of time and even more energy in materials research. The results are drive belts with extreme longevity that can handle increasingly larger loads.



The CAR POWER product line introduces a new design



The **OPTIBELT RBK** is a high-performance ribbed V-belt for all modern standard and serpentine drives found in conventional cars. It can drive several ancillary components simultaneously. OPTIBELT RBK effectively transfers higher performance and requires very little space to drive an alternator, water pump, power steering, AC compressor and ventilation fan. The RBK is a high-quality product from OPTIBELT that is included as original equipment by leading automobile manufacturers.



The **OPTIBELT ZRK** was developed to meet the most rigorous demands. It is a timing belt that ensures optimum power transfer, even after logging thousands of service hours. This is due to the optimally coordinated individual components, which consistently allow the OPTIBELT ZRK to achieve unsurpassed results in performance and lifespan. Especially in the compact drive systems of modern engines, its efficiency is unrivalled.



Today **OPTIBELT** repair **KITS** are found in every professional repair shop, delivering increased safety whenever timing belts are replaced. They consist of optimally coordinated components, which, for reliability and efficiency reasons, are all replaced in a single operation:

- the appropriate ZRK timing belt for the vehicle
- the matching tension and guide rollers
- the corresponding add-on parts
- the appropriate water pump

Furthermore, OPTIBELT KITS eliminate the tedious process of ordering individual parts.



The **OPTIBELT MARATHON 1** is a special development for the drive systems of ancillary components in car engines. This raw-edge V-belt is characterized by profile precision and stretch-resistant elasticity. These qualities allow the MARATHON 1 to perform with exceptional efficiency and no maintenance. Every mechatronics technician will value the smoothness with which it drives alternators, water pumps and air conditioning compressors.



# OPTIBELT AUTOMOTIVE INTRODUCES A NEW LOOK

All over the world the name OPTIBELT is synonymous with performance and efficiency, passion and precision. The long-established company from Höxter, Germany has now given its automotive section a make-over that is to consistently convey these values.

With immediate effect, a fresh, dynamic and future-oriented design will be featured in the TRUCK POWER and CAR POWER segments, while communicating the authenticity and accessibility of OPTIBELT Automotive worldwide.

OPTIBELT has repackaged its renowned automotive quality goods and is now presenting a new, appealing design on the global market. Manufacturers and retailers will both benefit:

The new packaging is clearly structured and includes all the important information to promote sales of the entire OPTIBELT product range.

The new design provides orientation and safety and communicates with retailers and customers at eye level. Mechatronics technician Michael and professional truck driver Jens have lent their likenesses to OPTIBELT Automotive Technology. Both represent competence and expertise.

See for yourself! The impressive, new OPTIBELT design is available now.



# NO MORE COMPROMISES

## THE OPTIBELT WATER PUMP KIT PUTS SAFETY FIRST



It is only possible to maximize safety and offer flawless drive systems to customers by making no compromises when it comes to replacement parts. Professional repair shops around the globe play it safe when changing timing belts and rely on the precision of OPTIBELT.

Our water pump kit consists of perfectly combined components which should all be replaced at the same time for both safety and financial reasons:

- the appropriate **OPTIBELT ZRK** timing belt for the vehicle
- the matching tension and guide rollers
- the corresponding add-on parts
- the appropriate water pump

Furthermore, the OPTIBELT water pump kit eliminates the tedious process of ordering individual parts.

### ALL THE ADVANTAGES AT A GLANCE:

- all parts in one repair set
- suitable for all conventional cars
- tried and tested OEM a quality
- no more tedious ordering of individual parts
- everything from a single source

# THE FASTEST HORSE IN THE STABLES



The Porsche brand is a real icon. Together with Ferrari, Porsche is probably the most famous – and most coveted – sports car manufacturer in the world. This is particularly due to the legendary 911 series, which still sets the standard in its segment. After all, there is no speed fan who is not fascinated by the unusual quality and performance of the brand.

But under the bonnet you won't just find Zuffenhausen technology... For many years now, OPTIBELT quality goods have been used as OEM equipment for the 911, Boxster and Cayman models: An excellent car deserves an excellent drive solution.

FOR THE 911, BOXSTER AND CAYMAN MODELS, PORSCHE RELIES ON **OEM QUALITY** FROM OPTIBELT.

THE MOTORSPORT VERSION OF THE **PORSCHE 911** IS THE **MOST SUCCESSFUL RACING CAR** OF ALL TIME.

MORE THAN 70% OF ALL PORSCHEs EVER BUILT ARE **STILL RUNNING TODAY**.



THE RIBBED V-BELTS **OPTIBELT RBK 6 PK & 6 DPK** ARE CONSISTENTLY USED FOR PORSCHE.



# TRUCK POWER

“No compromises.  
I’m on the  
road with  
Optibelt.”

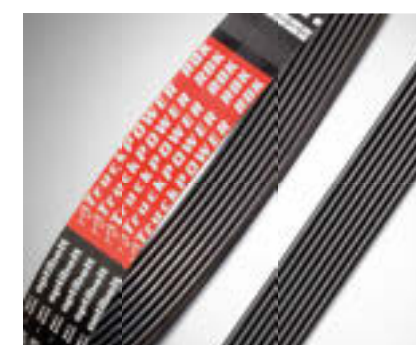
Jens, 41, professional truck driver

## RELIABILITY AT THE HIGHEST LEVEL

In the freight transport and long-distance travel industries nothing is more important than the safety and reliability of engines. Downtimes and having to replace a cheap component can be extremely costly, particularly when a company is operating under “just-in-time” conditions. Therefore, professional repair shops that are responsible for vehicle fleets prefer the OEM quality and precision of OPTIBELT.



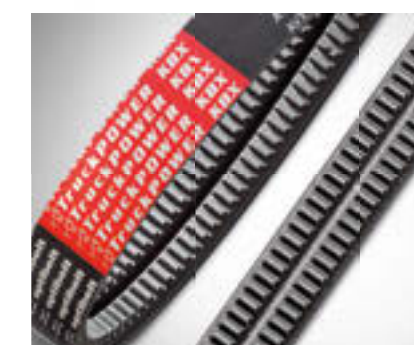
The newly designed  
TRUCK POWER range



The **OPTIBELT TRUCK POWER RBK** is a high-performance, ribbed V-belt for all modern standard and serpentine drive systems in trucks, buses and coaches. It drives an alternator, water pump, power steering, AC compressor and ventilator fan with its exceptionally quiet and compact design. The RBK is extremely powerful, adapts perfectly to any drive environment and is remarkably secure and reliable. Reason enough why this high-quality product from OPTIBELT is used as original equipment by leading automobile manufacturers.



**OPTIBELT TRUCK POWER** repair **KITS** for commercial vehicles are an integral component of any professional repair shop. With globalized competition, neither bus or coach companies nor hauliers can afford downtime. Every hour and every day costs money. In the worst case scenario, customers can be lost merely because a defective tension roller has the incorrect load tension, thereby causing a disruption. With the **TRUCK POWER** repair kits from OPTIBELT, professional repair shops can perform preventative maintenance. In addition to the OPTIBELT ribbed V-belt, an OPTIBELT KIT for commercial vehicles provides the appropriate tension and guide rollers.



**OPTIBELT KBX** kraftbands are particularly good for critical drive systems in commercial vehicles, buses and coaches. The compact drive components function as a single belt and are used for extended wheelbases as well as in high-performance and heavy vibration environments, such as air compressors, AC compressors and ventilator fans. Growing numbers of vehicle manufacturers are placing their trust in OPTIBELT Kraftbands, due to their tear-resistant and rigid lateral cover panel as well as their precision-milled substructure.



The **OPTIBELT MARATHON 2 M=S** is the economical, long-distance runner among V-belts and is best suited for all commercial vehicles. This precision-milled power belt is built to withstand maximum loads. It can be installed without measuring and is famous for its smooth operation. In addition, the MARATHON 2 M=S has limited extensibility and is extremely durable, which guarantees an exceptionally high degree of operational reliability. Thanks to its precise profile, this belt maintains remarkably low vibration, even with multi-groove drives.



# IN GOOD HANDS

## MARKET LEADERSHIP – ALL PACKED AND READY TO GO

We are proud to announce that OPTIBELT drive solutions are No. 1 when it comes to OEM equipment for buses and coaches in Germany. We are also the leading provider for the whole of Europe. The key to success was the excellent efficiency and reliability of our belt drives. Our customers include well-known manufacturers such as Mercedes-Benz, Volvo, NEOPLAN, MAN and SETRA.

The advantage of OPTIBELT is that we can develop individual solutions for small series achieving not only a long life span but also a very high, long-term level of efficiency. Trips to the repair shop and downtimes are significantly reduced. So is the fuel consumption. To put it simply: Quality pays. For both us and our customers.



### MANY YEARS OF EXPERIENCE

Since 1948, OPTIBELT has been producing and improving vehicle drive solutions. The results are products of the highest quality.



### FULL SERVICE

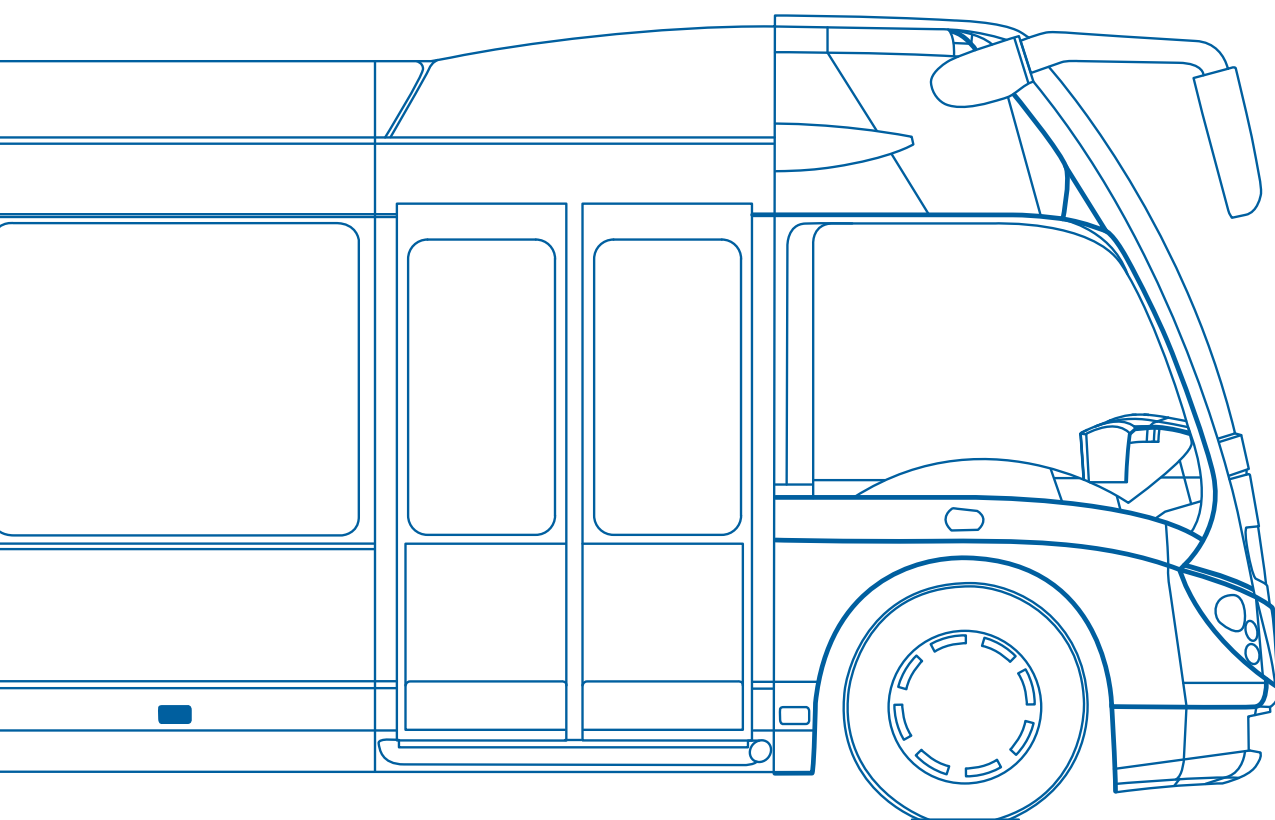
From the planning of a new belt drive through to fast help in the event of a repair – we orientate ourselves precisely to your requirements.



### RESEARCH AND DEVELOPMENT

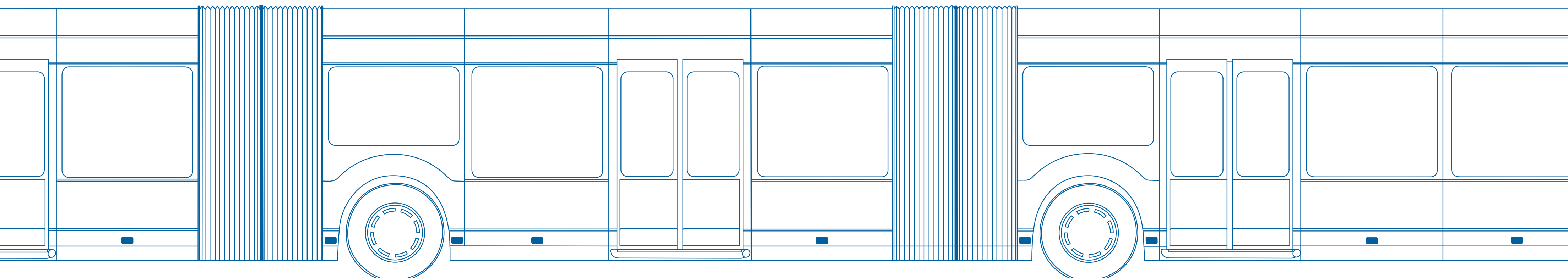
When developing our drive solutions we work intensively with our customers and create an individual solution for each model.





OPTIBELT is the OEM manufacturer for Phileas. The guided bus system is named after the famous character Phileas Fogg from Jules Verne's "Around the World in Eighty Days".

**OPTIBELT RBK 8 PK**



# TWENTY SIX

Over the last few years, demand for public transport has continued to rise; just like the requirements of the vehicles used. With the Phileas system, the Dutch manufacturer "advanced Public Transport Systems bv" (aPTS: part of VDL Bus & Coach / VDL Groep) provides a solution that doesn't just go to great lengths due to its size... On vehicles of up to 26 metres, Phileas combines advanced design with the highest level of comfort, flexibility and economic efficiency. OEM quality from OPTIBELT can also be found on board.

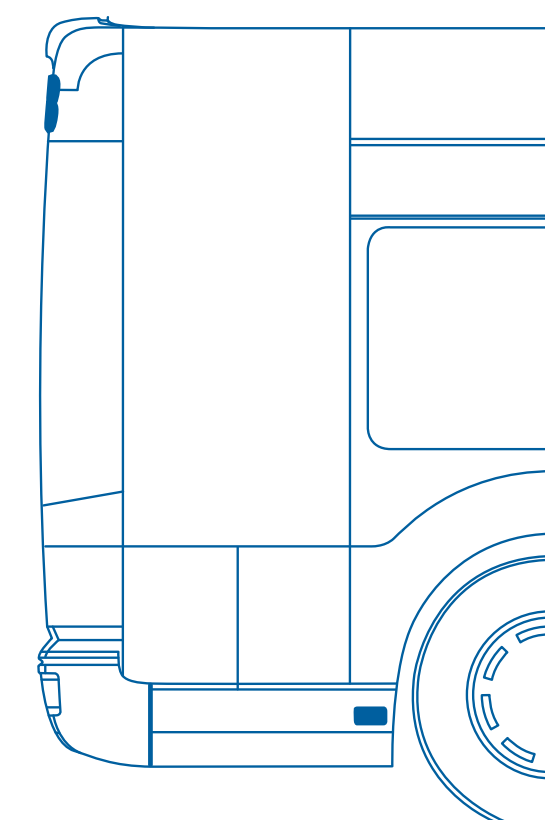
Compared to tram systems, investments in materials and infrastructure are a good 50 % less with Phileas. Moreover, up to 50 % in operating

costs can be saved depending on the capacity of the system. This means that Phileas isn't just an asset to public transport but also to the finances of towns and communities.

When it comes to environmental friendliness, Phileas also scores points. It is practically emission-free and uses around 20 % less fuel than a bus with a conventional power transmission. This is made possible by an innovative parallel hybrid system for which we developed the corresponding belt technology thereby making an important contribution to public transport of the 21st century.

# SETTING NEW STANDARDS

# METERS





# OEM QUALITY

**LESS FUEL CONSUMPTION,  
LONGER OPERATING HOURS,  
MORE PROFITABILITY**



These days, the competitiveness of commercial vehicles depends more than ever on efficiency. In the R&D departments and laboratories of large automobile companies, free-thinking is the order of the day. Drive system, chassis and suspension components are constantly challenged or reconfigured, in order to achieve competitive advantages with the next generation of trucks. As an effective and experienced collaborative partner, OPTIBELT is part of this development process.

Our engineers work constantly with customers to achieve increased efficiency. As an OEM manufacturer, OPTIBELT tests new drive systems long before the series is finished and thus creates cost reductions and functional safety. When it comes to ribbed V-belts, OPTIBELT sets new standards. Here it's all about compact drive components which function as a single belt. For bus and coach drives, ribbed V-belts, Kraftbands and V-belts are used for extended wheelbases and in

high-performance and heavy vibration environments. OPTIBELT engineers achieve ever-increasing load values during the drive belt material development process. Ultramodern synthetic rubber and extremely resilient high-tech cords create new areas of performance for the next generation of engines. As an OEM manufacturer OPTIBELT has been setting standards in this area for decades.





# PIT STOPS AT THEIR BEST

## SAFETY SERVICE WITH OPTIBELT PRECISION

Of course you know the value of correct assembly and regular control and maintenance of V-belts, timing belts, Kraftbands and ribbed belts. Therefore OPTIBELT provides you with various useful, well-thought-out tools that guarantee optimal tension and alignment thus ensuring more safety and efficiency – in both the drive itself and in its operation. All our tools are characterised by their particular ease of use. Why not find out for yourself!



### OPTIBELT TT 3

The further-developed OPTIBELT TT 3 frequency meter makes it possible to compile data for all drive belts. The measurements are displayed in Hertz [Hz] and in Newtons [N] when entering belt parameters.



### OPTIBELT TT-A

The new OPTIBELT TT-A frequency meter enables you to measure the correct tension quickly and easily. This means you are always on the safe side when performing maintenance or replacing drive belts.



### OPTIBELT LASER POINTER II

The OPTIBELT LASER POINTER II is not only extremely easy to use, it also ensures precise alignment. This means that disc and belt wear decrease while service life increases.



### OPTIBELT OPTIKRIK I, II, III

Our pretension meters reliably check whether the V-belt, Kraftband or ribbed belt in your vehicle is running correctly. It is easy to use and our field service team will be happy to demonstrate it for you.



### OPTIBELT MT-A

The OPTIBELT MT-A is a universal tool which allows you to fit belts quickly and correctly. All you need is an OPTIBELT EPK belt and a spanner or a socket spanner.





# MAKING A GOOD IMPRESSION!

## HOW OPTIBELT HELPS SALES

### KNOWLEDGE IS POWER.

We provide clear, up-to-date product information and sales promotion documents such as our compact catalogue Automotive Technology. You can also find helpful details on our Fact Sheets and Product Specifications. Practical cross-reference catalogues and country-specific price lists complete the programme and of course everything is available in print or as downloadable PDF files.

Find out more about the practical, user-friendly OPTIBELT service kits.



Discover the powerful products from OPTIBELT CAR POWER and TRUCK POWER.



Get valuable tips such as how to remedy faults quickly and easily.

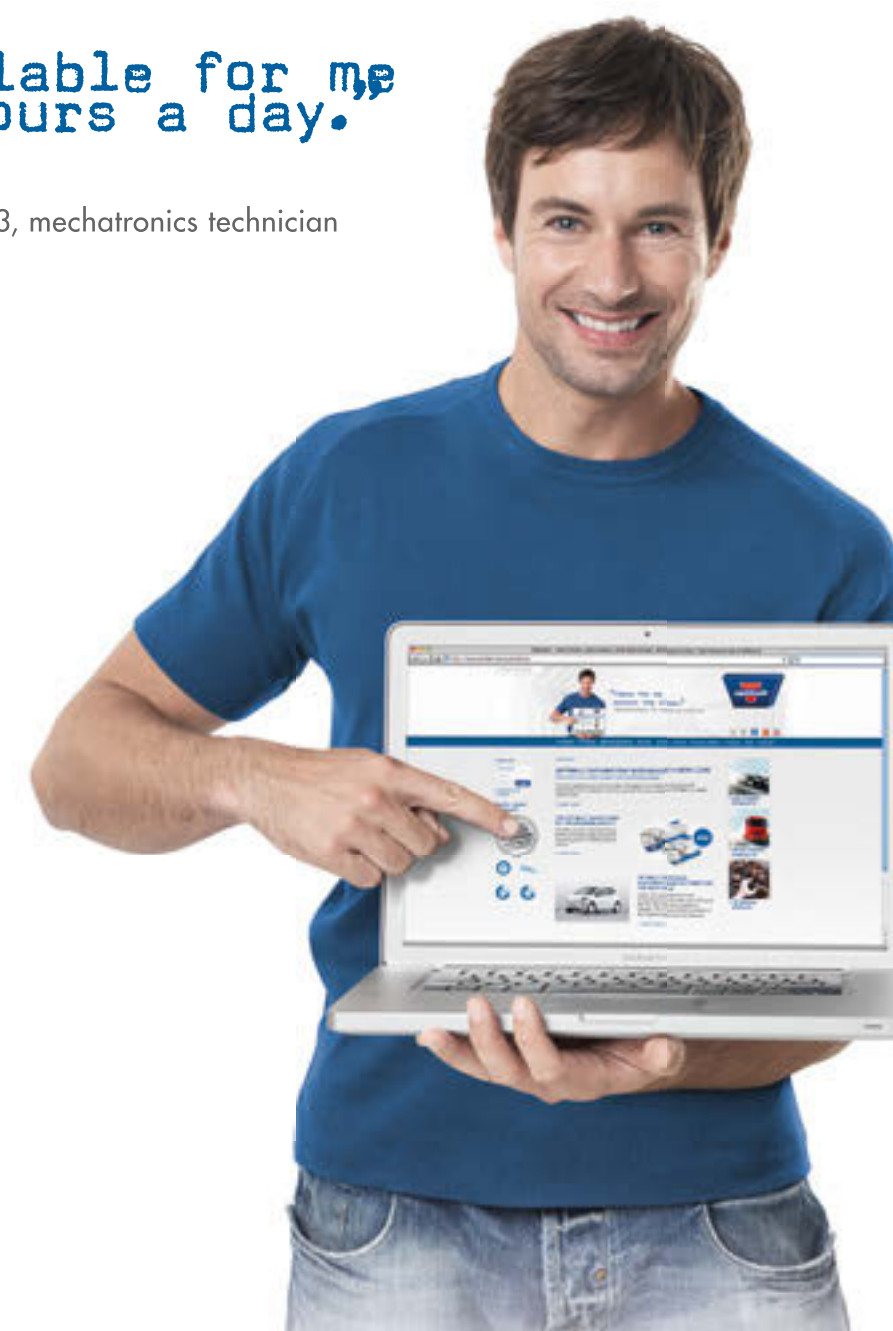


### NO MOBILITY WITHOUT DRIVE.

As an innovative company, OPTIBELT is of course available via your smart phone. Simply scan the QR code and you're done! Look forward to news, offers and competitions.

"Available for me 24 hours a day."

Michael, 33, mechatronics technician



### NO STRESS AT POS.

Of course we provide you with on-site support, eye-catching advertising materials, an informative standee, a quick screen with a roll-up display and practical sales stands.



### 24 HOUR SERVICE!

OPTIBELT is available for you online 24 hours a day. Our internet service keeps you updated and provides you with all product information. Of course you can also order products and track orders online. Simply log on and away you go!

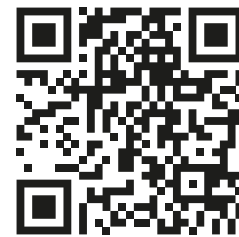


# ON TOUR

 **like OPTIBELT!**

## COMPETITION!

Send your congratulations and be in with a chance of winning! All those who **CONGRATULATE OPTIBELT VIA FACEBOOK ON THEIR 140TH ANNIVERSARY** will be entered into a prize draw to win one of 100 trucker caps. Closing date: **01.10.2012**  
Take part now!



[www.facebook.com/optibelt](http://www.facebook.com/optibelt)

SPECIAL DRAW FOR THE  
FIRST 100 PARTICIPANTS:

**3X**  
**COOLERS**  
FILLED WITH  
ENERGY DRINKS



**AUTOMECHANIKA  
FRANKFURT  
11.09. – 16.09.2012  
Hall 5.1 / Stand B61**

**IAA  
HANNOVER  
20.09. – 27.09.2012  
Hall 26 / Stand B48**



# SCAN ME OR TAKE ME.



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