

EDITION 2/2014

# **AUTOMOTIVE** BRAND **NEWS**



# INNOVATION AHEAD



# UPCOMING INNOVATION



## THE PROTOTYPE FOR PRECISE MAINTENANCE CHECKS

New opportunities and ideas lead to exceptional innovations at OPTIBELT. The idea behind the **SECURED CHANGE CONTROL** study stems directly from everyday fleet management practice. Efficient service intervals and optimised work processes are critical here. The SECURED CHANGE CONTROL system can make an important contribution.

After all, absolutely no devices are required to check the life cycle of the belt. The idea is as simple as it is clever: the SECURED CHANGE CONTROL drive belt automatically signals when a service is required. As soon as the red marker appears on the inside of the belt, maintenance or replacement should be undertaken. OPTIBELT is underlining its role as one of the globally leading drive belt specialists with the SECURED CHANGE CONTROL innovation.

### BENEFITS AT A GLANCE

- **PRECISE DISPLAY FOR THE MAINTENANCE CHECK**
- **NO TESTING TOOLS REQUIRED**
- **PREDICTABLE SERVICE COSTS**
- **AVAILABLE SOON**



# LAUNCH OF THE EXHIBITION SEASON

## WORTH SEEING

We will demonstrate the useful service tools by OPTIBELT for the professional replacement of drive belts to you in person.

## BESPOKE

Our website has just been relaunched online and is available for you to touch, live, at the exhibition with our multi-touch table. Experience precisely structured content, specifically tailored to the requirements of our customers. For dealers, professional workshops and the automotive industry.

## NASSSCHLUPFOPTIMIERT

Exhibition highlight **optibelt RBK**: our nassschlupfoptimiert drive belt with a lotus-effect reduces noise emissions, minimises performance losses and is cause for fascination at the booth with an innovative augmented reality presentation.

## INFORMATIVE, INNOVATIVE, ATTRACTIVE

OPTIBELT is launching its 2014 / 15 exhibition season with a new booth. It will make its debut at the AUTOMECHANIKA in Frankfurt in September. The booth provides a clearly structured platform for range presentation and expert advice for our trade experts. Our exhibition team will be at every important specialist exhibition with it and present industry-specific innovations. Whether multimedia-based, as a live demonstration, or in a direct conversation. And if, after so many exciting innovations, you need a boost for a long day at an exhibition: Power to go, the OPTIBELT energy drink, is available, chilled, at reception.



## HOT OFF THE PRESS

Alongside the latest edition of Automotive Brand News, you will also find current information on the range and services at the booth.



## INNOVATIVE

The first drive belt with a replacement indicator – automatically signalling when a service is required. So, you can expect a real innovation. And a sweet surprise ...



## REFRESHING

Served ice-cold: our energy boost for long exhibition days.



# FULL BANDWIDTH

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



A standard solution for everyone? That's never been our claim. This also applies to our new Automotive Technology website: it is anything but standard. Instead, it offers new, clearly arranged content and features with a user-friendly interface. Aligned to the needs of our customers and optimised for all end devices, thanks to a contemporary responsive design.

## FOR DEALERS

Power at the PoS – everything needed for optimised presentations and sales support.

## FOR WORKSHOPS

The whole range – for professional workshops and perfect service.

## FOR ORIGINAL EQUIPMENT

OE expertise – all our know-how for innovative drive solutions.



# FROM PROTOTYPE TO MASS PRODUCTION

## CO-PILOT OF THE AUTOMOTIVE INDUSTRY

Be it on a lonely country road in southern Sweden or on a racing line around the Nürburgring Nordschleife: whenever a prototype is in its element, OPTIBELT Automotive Technology is also on board. As a long-standing OE partner of the best automotive brands in the world, OPTIBELT has a complete view of the entire "drive" concept in order to continuously realise new, yet economical and high-performance solutions. That's why our development expertise is often required at very early stages.

### JUST A FEW OF THE BRANDS THAT ALREADY TRUST US:

ŠKODA



BENTLEY



SEAT



Audi



PORSCHE



- DECADES OF EXPERIENCE IN ORIGINAL EQUIPMENT
- CERTIFIED TOTAL QUALITY MANAGEMENT
- PATENTED PRODUCTION PROCESSES
- PRECISE LABORATORY AND TESTING TECHNOLOGY
- PERMANENT RESEARCH AND DEVELOPMENT
- GLOBALLY POSITIONED SERVICE

**THE NEW VIDEO FOR OUR CAMPAIGN:  
IDEAL WORLD THANKS TO OPTIBELT.**

# SCREEEECH

**THAT'S NOT A SOUND ANYONE  
WANTS TO HEAR.**

Thanks to the lotus effect, moisture simply rolls off the nassschlupfoptimiert ribbed V-belt.



It can't be said enough: the nassschlupfoptimiert optibelt RBK does not screech. Even in the wet.



Our NASSSCHLUPFOPTIMIERT campaign for the RBK ribbed V-belt is having a chapter added to it. The new clip unmistakably demonstrates how quickly an early summer Sunday morning in an idyllic natural setting can be ruined – a single car without a wet-slip optimised ribbed V-belt is more than enough ... But nothing screeches with OPTIBELT.



The “mixing room” has always been the heart of production at OPTIBELT. With the mixing of basic ingredients – and various additives – the basic properties of the end product are predetermined early in the production process. Their quality decides the quality of the end product. We therefore put great emphasis on buying top-class raw materials.

Thanks to the specific selection of additives and fillers, softeners and anti-oxidants, a decisive course is set very early in the production process for the later wear and noise behaviour or cold and heat resistance.

**BONDING CATALYSERS**

- resol influences the adhesion of the rubber mixture to other materials

**ACCELERATORS**

- control the integration speed of the vulcanisation

**INTEGRATION SUBSTANCES**

- influence the dynamic, mechanical properties

**SOFTENERS**

- mineral oil-based and synthetic softeners determine cold resistance and noise behaviour

**FILLER MATERIAL**

- soot and fibres (particularly cotton, polyester) improve the transverse rigidity

**ANTIOXIDANTS**

- additives for the prevention of ageing effects and for the improvement of ozone resistance

**RUBBER POLYMERS**

- the essential base for all OPTIBELT drive solutions
- its selection determines the temperature resistance, drive and noise behaviour of the end product

**PROCESSING AIDS**

- stearic acid is used for the reduction of cylinder adhesion

THE MOST IMPORTANT INGREDIENTS FOR A GREAT DRIVE

THE MIXTURE IS KEY

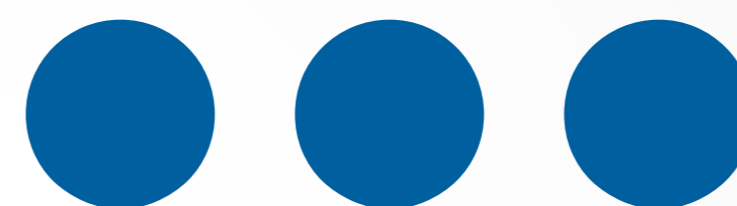
## ANY FURTHER QUESTIONS?

Would you like to find out more about OPTIBELT?

Any questions you may have relating to the company or to our drive solutions will be replied to promptly and personally. Simply send us an email – we appreciate your interest.

[marketing@optibelt.com](mailto:marketing@optibelt.com)

# DID YOU KNOW THAT



... THE **AVX**  
HAS **TEETH?**



BUT WHAT DOES IT NEED THEM FOR?  
IN ORDER TO BE ABLE TO RUN EVEN  
IN **PULLEYS** WITH SMALLER DIAMETERS.



... IN THE FIRST FEW DECADES  
OF THE MOTOR CAR, **DRIVERS**  
WERE CALLED "**AUTLER**"  
IN GERMANY?

... THE BASE OF THE  
**STATUE OF LIBERTY**  
IN NEW YORK IS MADE FROM  
**WESERSANDSTONE?**

ALSO: SO ARE THE  
OPTIBELT HEADQUARTERS  
IN HÖXTER.



... **CAR DRIVERS**  
SPEND AN AVERAGE OF  
**TWO** AND A HALF YEARS  
BEHIND THE  
**WHEEL?**



... THE SHORTEST  
**MOTORWAY**  
IN GERMANY  
WAS BUNDESAUTOBAHN 862  
AT JUST **400**  
**METRES?**



... THE  
**AVERAGE MAN** KNOWS HIS  
**CAR** BETTER THAN  
HIS OWN  
**BODY?**

This means 91 % of men  
know how economical their  
car is – but only 58 % know  
their blood type and just  
43 % their cholesterol level.



... THE FIRST  
**TICKET** WAS ISSUED IN  
AS EARLY AS **1902?**  
SINCE **CARS** HAVE  
EXISTED, THERE HAVE ALSO  
BEEN **ROADHOGS.**





# 我们带动群众\*

\* We mobilise mass(es).



## UNDER THE BONNET AT THE MARKET LEADER

Every day 310 buses roll off the production line at Yutong. The OPTIBELT drive belts ensure the right drive and comfort. We are very proud that the largest global manufacturer of buses and special vehicles is putting its trust in the made in Germany original equipment quality. After this, this quality pays for itself: in 2012, complaints regarding defective air conditioning were accumulating at Yutong. A real problem for vehicles that are on the road in the warmer climates, ensuring Yutong reacted quickly. The cause was quickly identified: faulty drive belts in the air conditioning, which could not cope with the operating temperatures. Whilst on the lookout for alternative products, they found OPTIBELT. Yutong put the KBX series through its paces – and chose OPTIBELT as the supplier of full range drive belts.

The history of this Chinese company is a prime example of the incredibly rapid speed of development of the economy in the Middle Kingdom – and of the associated quality demand on an international level. It all began in 1963 in Zhengzhou, with the foundation of a repair workshop for buses. Just thirty years later this became the bus manufacturer Zhengzhou Yutong Bus Co., Ltd. – Yutong for short. In 2002, the internationalisation of the company accelerated thanks to a cooperation with MAN. And in 2005, Yutong really got going: a Chinese-Norwegian joint venture opened the door to the European market. Since then, they have specifically invested in in-house developments, such as the first city bus with an aluminium body, in environmentally-friendly drives or in the development of a double-decker city bus with a retro style. Four per cent of the annual turnover is put into research and development projects; over 90 international patents are proof of impressive technical expertise and creativity. And it's been worthwhile – since 2012, Yutong became the global market leader in the bus sector. And OPTIBELT is happy to provide the drive in future ...



- global market leader in the bus sector
- over 90 international patents
- an average of 310 buses per day
- around 33,000 OPTIBELT drive belts per year

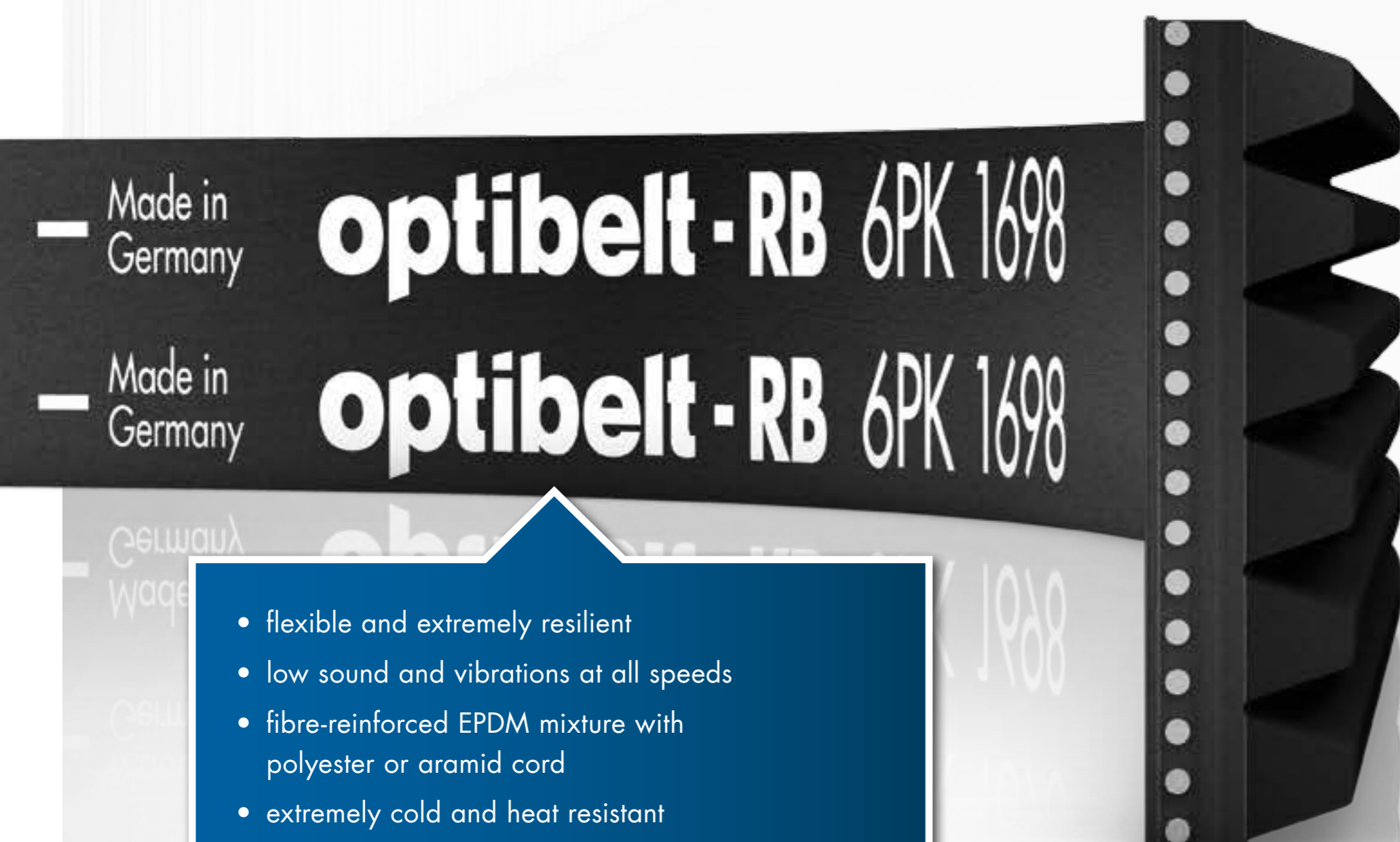


SO SIMILAR AND YET SO DIFFERENT

# UNIDENTICAL TWINS

## optibelt **RBK** THE ALL-ROUNDER

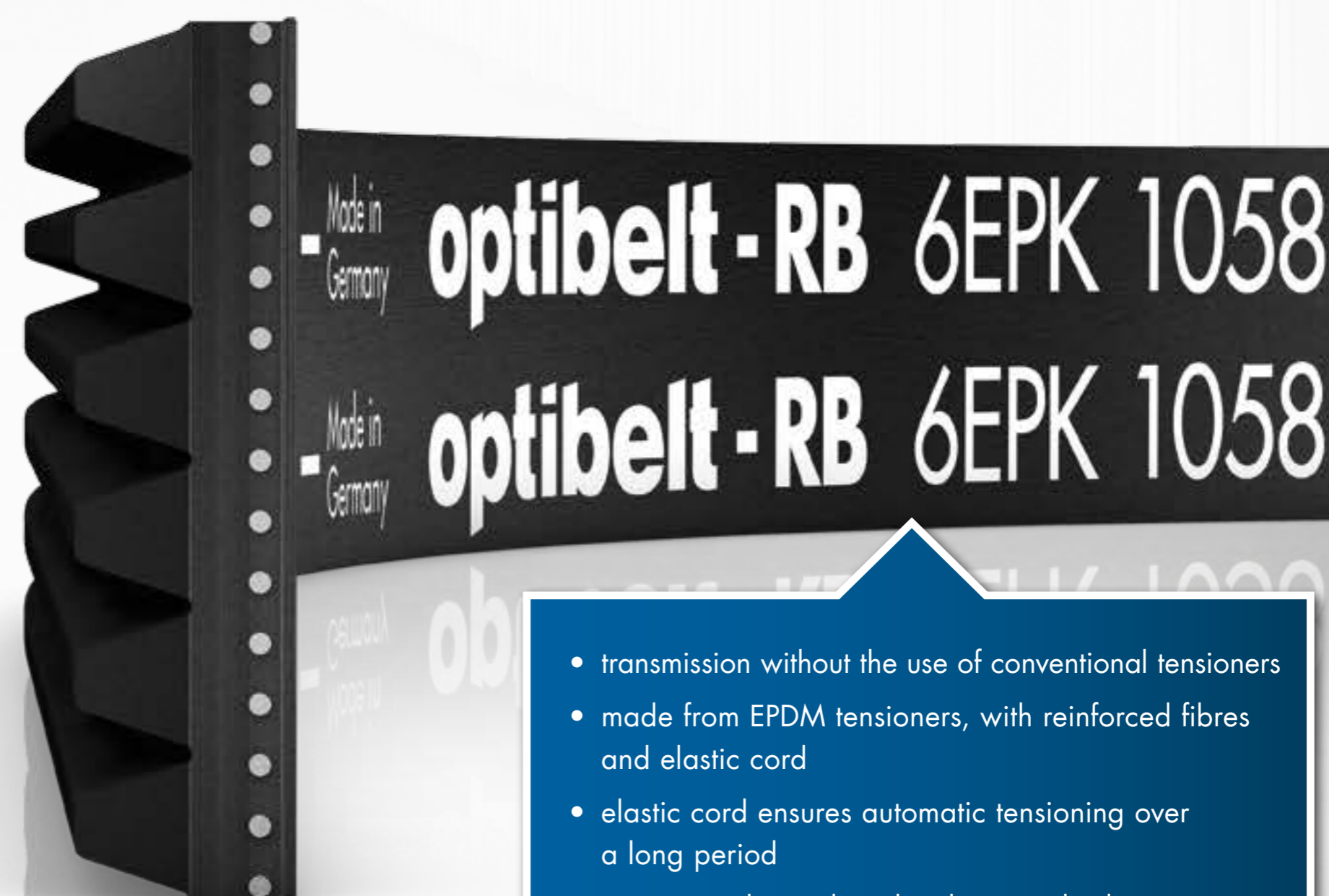
Our evergreen with a high level of economy and enormous range. And now also nassschlupfoptimiert – it does not screech and offers perfect performance, even in wet conditions.



- flexible and extremely resilient
- low sound and vibrations at all speeds
- fibre-reinforced EPDM mixture with polyester or aramid cord
- extremely cold and heat resistant

## optibelt **EPK** THE ELASTIC ONE

An innovative drive belt for new drive concepts and space-saving structures.



- transmission without the use of conventional tensioners
- made from EPDM tensioners, with reinforced fibres and elastic cord
- elastic cord ensures automatic tensioning over a long period
- must never be replaced with a standard PK ribbed V-belt
- installation of the **EPK** requires the OPTIBELT **MTA I** and **MTA II** fitting tools

# VERY SIMPLE: ONE KIT!

What sets a professional service apart from the rest? Ensuring greater safety and economy simultaneously in a single step. The OPTIBELT Repair Kits do exactly that. They save the allocation and ordering of individual parts. Alongside the vehicle-specific drive belt, they also include further components that are to be replaced in the same process.

## ALL COMPONENTS IN ONE REPAIR KIT

- perfectly aligned to every vehicle
- with renowned original equipment quality
- more safety and economy
- saves time as there is no longer a need to order individual parts



QUESTIONS ON THE KIT?  
IAM@OPTIBELT.COM



## ALL IN ONE: COMPLETE REPAIR KITS

### FOR CARS

The **optibelt KITS** for cars are available for many vehicle types, with and without water pumps.

### FOR COMMERCIAL VEHICLE

The **optibelt KITS** for commercial vehicles improve the operating safety of commercial vehicles by replacing all the important drive components.

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