

AUTOMOTIVE BRAND NEWS

The background of the main section is dark and features a repeating pattern of tire tread designs. A bright spotlight illuminates the floor in the center, creating a circular glow.

Spot on!

OPTIBELT AUTOMOTIVE INTRODUCES A NEW LOOK

Around the world, the name OPTIBELT stands for performance and efficiency, passion and precision. This time-honored company based in Höxter, Germany now has a new look for its automotive division that is designed to convey these values.

A fresh, dynamic, and forward-looking design now identifies the TruckPOWER and CarPOWER segments, while communicating the authenticity and accessibility of OPTIBELT Automotive – worldwide.

OPTIBELT has repackaged its renowned automotive quality 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 important information to promote sales of the entire OPTIBELT product line.

The new design provides orientation and security, while communicating at eye level with retailers and customers. Mechatronics specialist Michael Buchholz and professional truck driver Jens Klosssek have lent their likenesses to OPTIBELT Automotive. Both represent competence and expertise.

See for yourself! The new OPTIBELT design is ready for viewing.



NEW PACKAGING IMPROVED CLARITY

Good packaging is half the sale! That's why OPTIBELT is now presenting its high-quality automotive products in a new package design that appeals to customers with a balance of clarity and information. OPTIBELT packaging for the CarPOWER and TruckPOWER segments is innovative and practical. The design is clean and light. The packaging provides orientation at the point of sale – the customer has a quick and easy overview. This applies worldwide – OPTIBELT products are now offered with identical packaging across the global market. A strong presence!



Dynamic brand

Strong brand. Strong presence. OPTIBELT is on the move.



Product image

Precision inside the package. Precision on the package.



Front

Quality seal



German quality is renowned worldwide. The large seal provides a sense of security and supports the sale.



Back



12 languages

OPTIBELT products are at home around the world.



QR code

Commercials, news, insider tips... the QR code is the key to a virtual OPTIBELT brand world.



Label

All information at a glance.



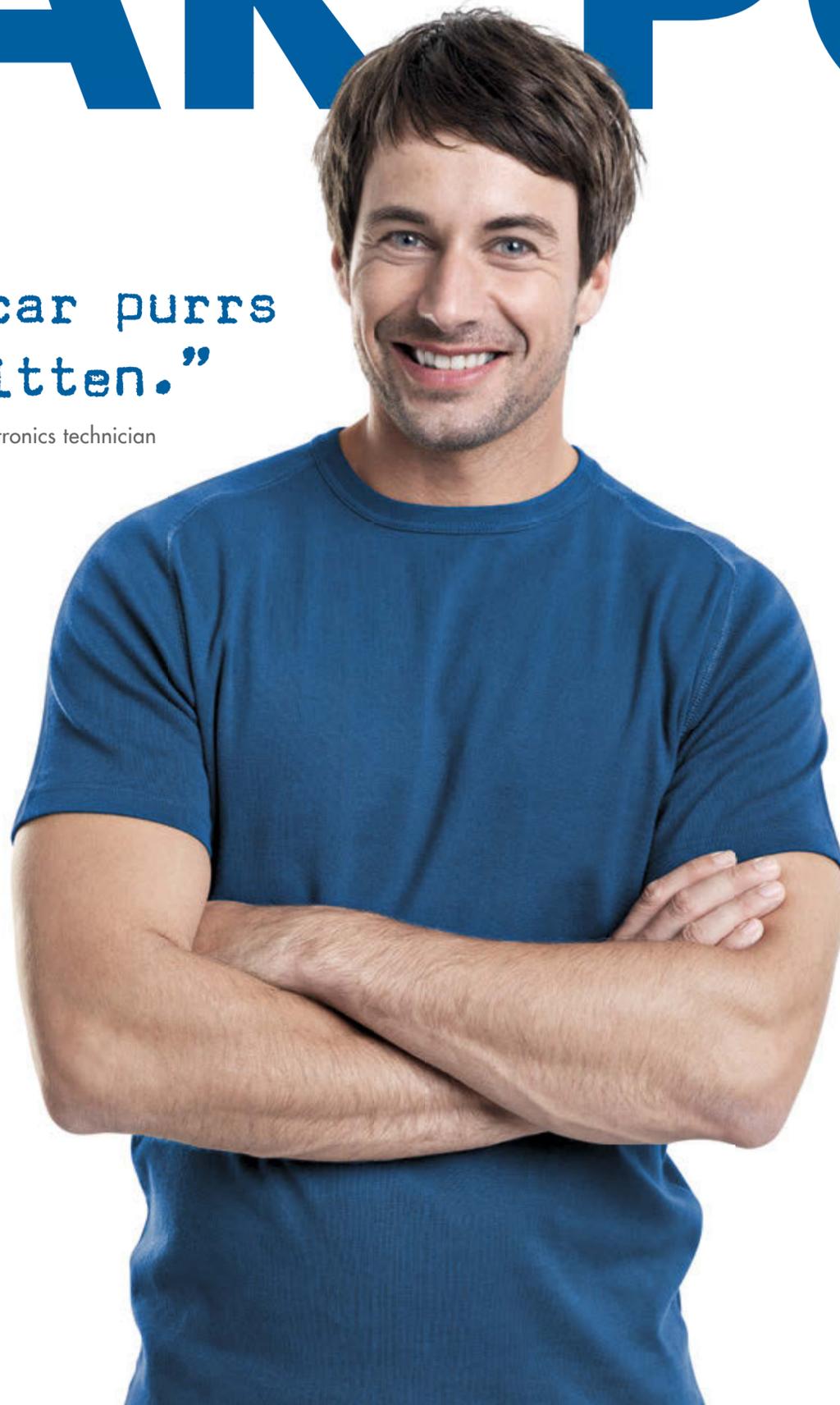
Tec Doc

Precision in data transmission – OPTIBELT is "TecDoc Certified-Data Supplier".

CAR POWER

“So your car purrs like a kitten.”

Michael Buchholz, 33, mechatronics technician

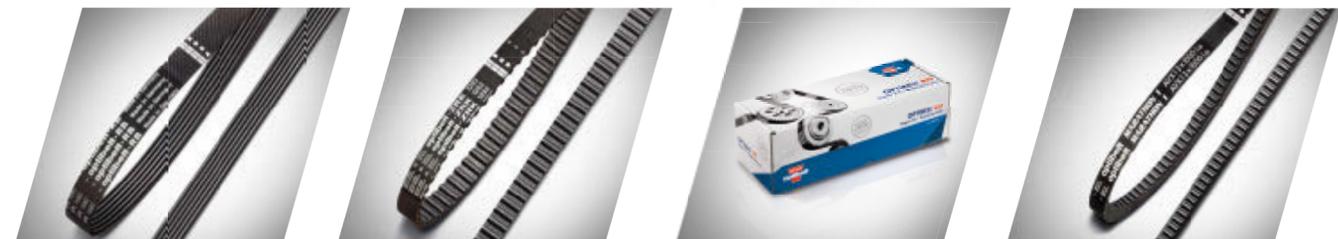


TRUST IS A PROFESSIONAL REPAIR SHOP'S MOST VALUABLE ASSET

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 are depending on the original equipment manufacturer quality of OPTIBELT. The engineers at this family-owned German company invest a remarkable amount of time and even more energy on materials research. The result is drive belts that can handle increasingly large loads, while delivering extreme longevity.



The CarPOWER 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 common passenger vehicles. 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 unsurpassed.

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

- Vehicle-specific OPTIBELT ZRK timing belt
- Belt and deflection pulleys
- Mounting components
- Water pump

Furthermore, OPTIBELT kits remove the tedious process of ordering individual parts.

The **OPTIBELT MARATHON 1** is a special development for the drive systems of ancillary components in passenger vehicle 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.

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 garages around the globe stay on the safe side when changing cogged V-belts and rely on the precision of OPTIBELT. Our water pump kit consists of perfectly combined components which should all be replaced during the work process for both safety and financial reasons:

OPTIBELT ZRK V-belt

- The appropriate OPTIBELT ZRK V-belt for the vehicle
- The matching tension and end idlers
- The corresponding add-on parts
- The appropriate water pump

In addition, the OPTIBELT water pump kit makes the long-winded process of ordering individual parts a thing of the past.

ALL ADVANTAGES AT A GLANCE:

- All parts in one repair set
- Suitable for all conventional cars
- Tried and tested OEM quality
- Avoids the long-winded ordering of individual parts
- Everything from one single source

Tension and end idlers

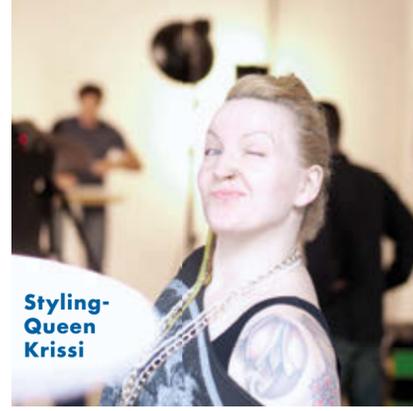
Water pump



ORIGINAL EQUIPMENT QUALITY: EARNING TRUST

Original equipment quality from OPTIBELT is gaining a worldwide reputation. This German company manufactures high-performance products with precision tools and machines that it develops internally – and employs processes used only by OPTIBELT. In addition, all materials undergo an extremely rigorous series of tests and

are examined for durability and resistance to chemical exposure. This is how product characteristics are identified to ensure OPTIBELT consistently provides the most advanced quality. The company has a long-established reputation as a reliable partner for the international auto industry and is proud of a steadily growing list of references.



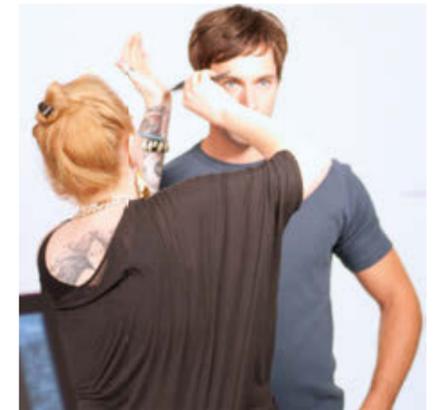
MAKING-OF

FROM MECHATRONICS TECHNICIAN TO MR. OPTIBELT



“Here, everything centers around me.”

Michael Buchholz, 33, mechatronics technician



FROM THE REPAIR SHOP TO THE PHOTOGRAPHY STUDIO

Michael Buchholz actually has a normal job. He is a mechatronics technician. There are three reasons he suddenly finds himself in a photo studio instead of the repair shop. First of all, Michael Buchholz depends on belts from OPTIBELT. Secondly, one of his customers is creative director at an advertising agency and works for OPTIBELT. Third, OPTIBELT was so receptive to the idea of launching an advertising campaign, in which actual mechanics have their say, that Michael Buchholz could not say no. The affable mechatronics technician does not regret the decision. Instead of shop rags, there were cotton balls. Shop coffee was replaced by delicious catering, and Krissi the styling queen took care of the rest. But even in a photo shoot, there is work to be done. Ultimately, Michael Buchholz was as professional as when he is underneath a car. The results are really worth seeing. Thanks Michael!

TRUCK POWER

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

Jens Klossek, 41, professional truck driver



DEPENDABILITY AT THE HIGHEST LEVEL

There is scarcely an area, where the security and reliability of engines is more crucial than in freight transport and long-distance travel. Replacing cheap components and the resulting downtime can be extremely costly, particularly when a company is operating under “just-in-time” conditions. For these reasons, professional repair shops that are responsible for vehicle fleets prefer the original manufacturer quality and precision of OPTIBELT.



The TruckPOWER product line features a new design.



OPTIBELT TruckPOWER RBK is a high-performance, ribbed V-belt for all modern standard and serpentine drive systems in freight trucks and buses. It drives an alternator, water pump, power steering, AC compressor, and ventilator fan with exceptional quiet and an exceptionally 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 TruckPOWER repair kits for commercial vehicles are an integral component of any professional repair shop. For one simple reason. With globalized competition, neither bus companies nor freight shippers can afford downtime. Every hour, every day costs money. In the worst case, customers can be lost merely because a defective belt pulley has the incorrect load tension, thereby causing a disruption. With TruckPOWER 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 deflection pulleys.



OPTIBELT KBX power belts are especially good for critical drive systems in commercial vehicles and buses. 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 power belts, due to their tear-resistance and rigid lateral cover panel as well as their precision-milled substructure.



OPTIBELT MARATHON 2 M=S is the economical, long-distance runner among V-belts – 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 is with limited extensibility and extremely durable – which guarantees an exceptionally high degree of operational reliability. Thanks to a precision profile, this belt maintains remarkably low vibration, even with multi-groove drives.

OEM QUALITY

**LESS FUEL CONSUMPTION,
REDUCED MAINTENANCE,
MORE PROFITABILITY**



The competitiveness of commercial vehicles today depends more than ever on efficiency. In the R&D departments and labs of large automobile companies, there are no prohibited ideas. Drive systems, chassis and suspension components are constantly reimagined 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 are constantly working with customers to achieve increased efficiency. The results of this cooperation include precision-milled, raw-edge, high-performance V-belts built for maximum loads. This high-quality product from OPTIBELT is characterized by efficiency and optimum operational reliability. OPTIBELT is setting a new standard for ribbed V-belts, including compact drive components with single-belt characteristics. For bus driving gear,

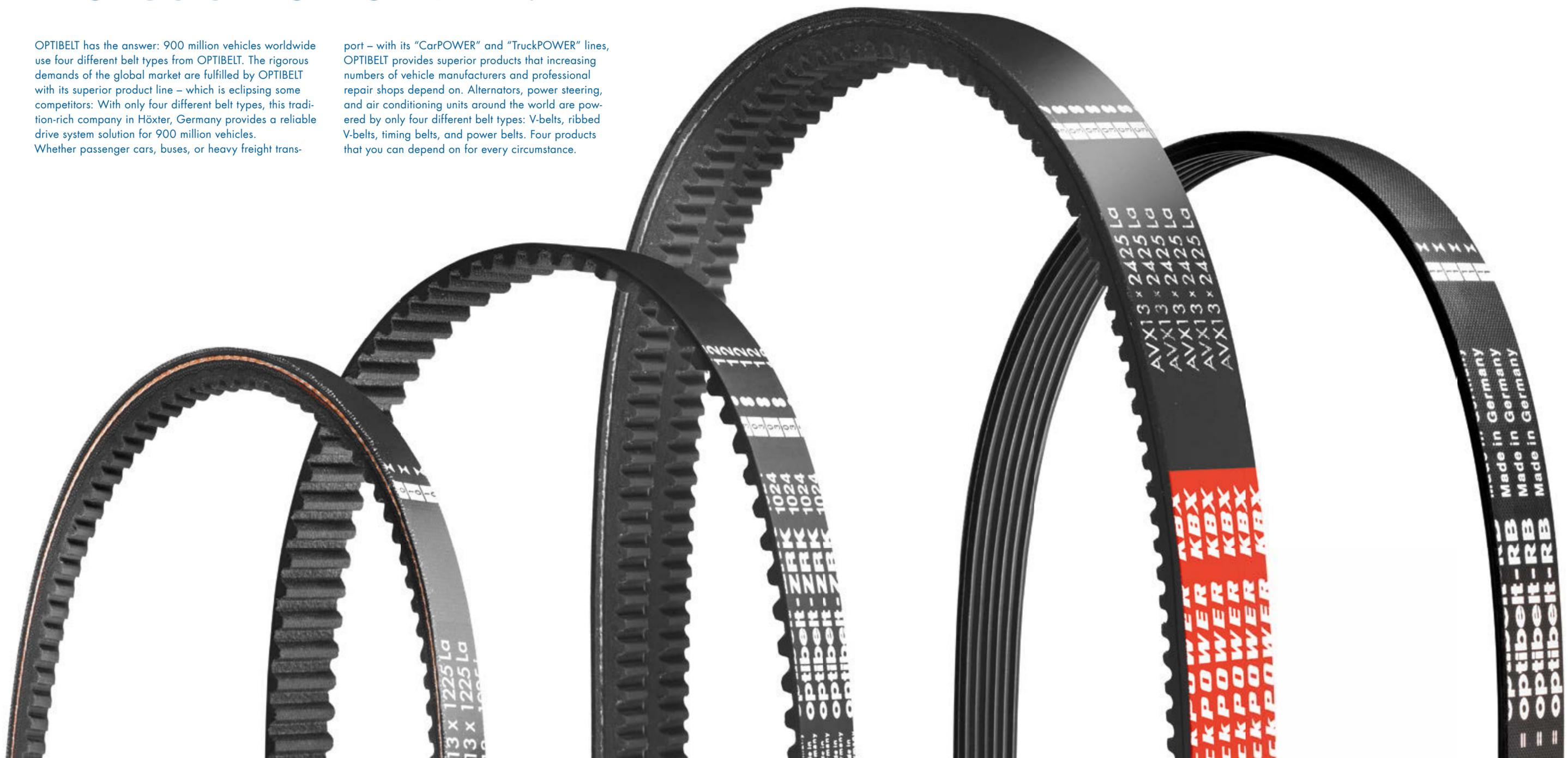
V-ribbed belts, power belts and V-belts are used in cases of long distances between axles, high performance and heavy vibrations. OPTIBELT engineers are attaining ever-increasing load values during the process of materials development for drive belts. Ultramodern synthetic rubber and extremely resilient high-tech cords are opening new areas of performance for the next generation of engines. As an original equipment manufacturer, OPTIBELT is leading the way.

4 FOR 900 MILLION

HAVE YOU EVER WONDERED WHAT YOU CAN DO WITH FOUR DIFFERENT PRODUCTS FROM OPTIBELT?

OPTIBELT has the answer: 900 million vehicles worldwide use four different belt types from OPTIBELT. The rigorous demands of the global market are fulfilled by OPTIBELT with its superior product line – which is eclipsing some competitors: With only four different belt types, this tradition-rich company in Höxter, Germany provides a reliable drive system solution for 900 million vehicles. Whether passenger cars, buses, or heavy freight trans-

port – with its “CarPOWER” and “TruckPOWER” lines, OPTIBELT provides superior products that increasing numbers of vehicle manufacturers and professional repair shops depend on. Alternators, power steering, and air conditioning units around the world are powered by only four different belt types: V-belts, ribbed V-belts, timing belts, and power belts. Four products that you can depend on for every circumstance.



GET UP!



OPTIBELT – ALSO GOOD AT SMALL THINGS.

When VW celebrated the premiere of the much-anticipated new VW up! at the IAA, corks were also flying at OPTIBELT. This family-owned company in Germany is an original equipment manufacturer for this year's star at the IAA – OPTIBELT products ensure everything runs smoothly in the 44 kW/60 HP three-cylinder, gasoline engine.

At first, the lateral front engine with front-wheel drive integrated in the VW up!, represented a genuine challenge for Volkswagen developers. All components of the 1-liter power train had to be positioned within an extremely compact space.

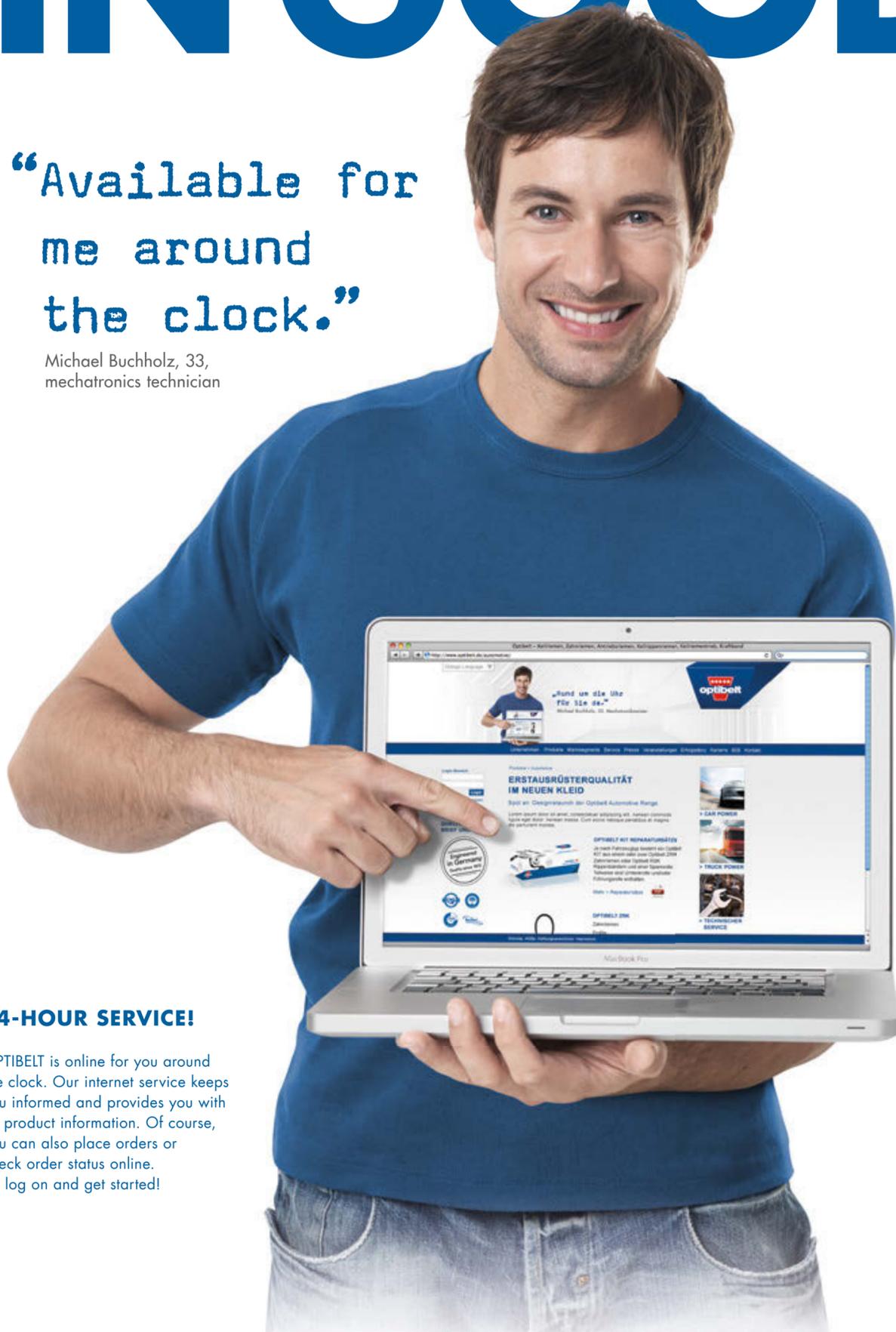
The close cooperation with OPTIBELT paid off: The effort was worthwhile, because the VW up! delivers sporty performance even with the smallest of engines. In addition to the basic version with 44 kW/60 PS, a variant of the three-cylinder gasoline engine with 55 kW/75 PS is also planned. There will also be a natural gas model based on the gasoline version. An electric model is planned for 2013. The new VW up! will be available for less than 10.000 Euros. Whether it repeats the successful history of the VW Beetle remains to be seen. The VW up! certainly has what it takes.

IN GOOD SPIRITS!

OPTIBELT SALES SUPPORT

“Available for me around the clock.”

Michael Buchholz, 33, mechatronics technician



24-HOUR SERVICE!

OPTIBELT is online for you around the clock. Our internet service keeps you informed and provides you with all product information. Of course, you can also place orders or check order status online. So log on and get started!



KNOWLEDGE IS POWER

OPTIBELT can make you more powerful! With updated and easy-to-read product information and sales promotion documents, including our “Truck- Car-POWER” product catalog. Helpful details include factsheets and product specifications. Handy cross-reference guides and country-specific pricelists can also be printed or viewed as PDF files.



NO STRESS AT THE POS

Of course, we also provide on-location support with attractive advertising materials, an informative quick-screen with roll-up display, and practical sales displays.

NO MOBILITY WITHOUT DRIVE

As an innovative company, OPTIBELT is of course also accessible by smartphone. Simply scan the QR code and finished! You can look forward to news, special events, and giveaways.



APPEARANCES HELP THE SALE

Sometimes packaging speaks a thousand words. Get ready for the new OPTIBELT packaging design, which will fulfill our high standard of precision and quality in every respect.

**SCAN ME
OR READ ME.**

