

If you value your customers,  
beware of impostors.





## There's no disguising the facts.

Independent tests frequently prove that not every replacement part available for a Volkswagen is capable of maintaining a Volkswagen's renowned reliability.

Worse still, many thousands of other parts masquerading as bona fide parts for Volkswagens have infiltrated the UK aftersales market. These counterfeit parts can cause costly consequential engine damage and even compromise the safety of drivers, passengers and pedestrians.

### Don't risk compromising safety

To protect your customers – and the efficiency and reputation of your business too – insist on Volkswagen Genuine Parts.



### Your Volkswagen customers want guaranteed Volkswagen reliability from every part.

Research with Volkswagen owners\* has proved that even owners of seven to nine-year-old Volkswagens would prefer to have their vehicles serviced and repaired using Volkswagen Genuine Parts.

When you present the safety, reliability and overall cost benefits of using Volkswagen Genuine Parts to your customers, we think they'll be of the same opinion.

\*Focus group research conducted by Volkswagen April, 2006.

# Volkswagen Genuine Parts

The key facts your Volkswagen customers need to know.

Use this section to help explain the key benefits of Volkswagen Genuine Parts to your customers. Find out more at the The Trade Parts Specialist website, which members can access via the Parts Club website at [www.thetradepartsspecialists.co.uk](http://www.thetradepartsspecialists.co.uk)



## Genuine brake linings.

Technically superior and proven to result in shorter braking distances and improved cost-effectiveness over the lifetime of the part.†



## Genuine shock absorbers.

It's not just about ride comfort. Our Genuine shock absorbers help to maintain maximum road adherence, bend stability and steering and braking safety.



## Genuine oil filters.

Optimum filter fineness, flow resistance and precise fit help to maintain full engine power and promote long engine life.



## Genuine air filters.

Precise metering of the air and fuel mix ensures low fuel consumption, maximum engine power and minimised polluting gases.



## Genuine fuel filters.

Optimum filtration and a no-leak fit means smooth running and protection against excessive engine wear, corrosion, engine fires and environmental pollution.



## Genuine wiper blades.

A clear windscreen is essential to safe driving. When tested by AutoBild, the performance of our Genuine wiper blades was rated "exemplary".



## Genuine air mass meters.

Accurate air mass measurement for optimum torque and fuel efficiency and protection against consequential damage to engine and catalytic converter.



## Genuine starter batteries.

Rated top in a head-to-head test of 10 car batteries by research organisation DEKRA, our OE battery is also guaranteed to start in temperatures as low as -25°C.



## Genuine clutch sets.

More competitively priced than individual components ordered together, these sets help to make a complete clutch repair more economical.

Millions of Volkswagen owners rely on the independent motor trade to maintain the performance, reliability, safety and value of their Volkswagen vehicles.

†Based on findings of the Kraftfahrzeugtechnisches Institut and AUTO Straßenverkehr magazine, Germany. See independent test results: Brake parts.

# Volkswagen Genuine Parts

The clear benefits for independent repairers.

- Guaranteed Volkswagen reliability.
- Fit first time, to save you time and trouble.
- Two-year warranty.\*
- Formula Q materials, manufacturing and quality assurance.
- Available exclusively from your Volkswagen Trade Centre or Authorised Repairer – your single source of all 195,000-plus Volkswagen Genuine Parts
- Highly competitive trade prices, particularly on fast-moving parts for the Volkswagen models independent repairers see most frequently.
- Peace of mind for you and your customers.

*\*Excludes wear and tear.*



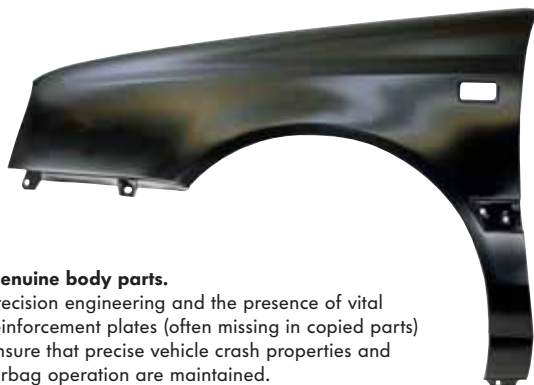
#### Genuine cam belt kits.

Complete kits that help to make it easier to carry out one of the most labour-intensive jobs more efficiently and economically.



#### Genuine exchange parts.

Recycled and remanufactured parts that make better use of resources and offer further cost-efficient choices for you and your customers.



#### Genuine body parts.

Precision engineering and the presence of vital reinforcement plates (often missing in copied parts) ensure that precise vehicle crash properties and airbag operation are maintained.



#### Genuine spark and glow plugs.

Easier, more efficient starting, smoother running, fast acceleration and optimum fuel use are just some of the benefits.



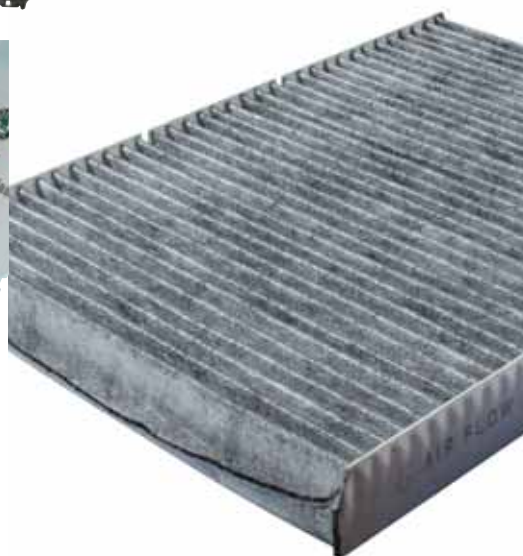
#### Genuine anti-freeze

Protects coolant from freezing (even at temperatures as low as  $-25^{\circ}\text{C}$  to  $-40^{\circ}\text{C}$ ) or boiling while also providing full corrosion protection.



#### Genuine windshield washer fluid

The only washer fluid approved for use with the latest Volkswagen washer jets. Also, in tests by Pluspunkt, the only washer fluid that functioned at the test temperature of  $-15^{\circ}\text{C}$ .



#### Genuine cabin filters

Advanced filter construction and a choice of dust and pollen filter or pollution filter ensure improved in-car air quality and reduce the causes of hay fever and asthma.

**Remember: The part you fit today is the part your customer – and your business's reputation – relies on tomorrow, and in the weeks, months and years to come.**

*“Braking distances increase noticeably for non-Volkswagen parts.”*

Is it worth risking the consequences of fitting anything other than Volkswagen original brake parts?

## Independent test results.

Proof for independent repairers that only Volkswagen Genuine Parts are good enough for Volkswagen owners.

### Air mass meters.

Conclusive test findings from Bosch, where testers found that counterfeit Volkswagen air mass meters had the following impact on the test vehicles to which they were fitted:

- Excessive fuel consumption (up to 20%).
- Significant loss of power/torque (up to 50% on diesel engines).
- Risk of engine damage as a result of thermal and mechanical overload.
- Risk of damage to catalytic converter.
- Higher emissions (in excess of emission standards).

If you were to fit one of these non-original parts, just think of the damage you could cause to your customer's vehicle and to your reputation.

The same principles apply across the entire spectrum of replacement parts. By specifying a Volkswagen Genuine Part from an approved source you can remove all doubt and guarantee your customers Volkswagen original quality, reliability and safety.



*The non-Volkswagen air mass meters tested caused excessive fuel consumption of up to 20%.*

There was also the danger of consequential engine damage. In such cases, the cost of fitting a non-original Volkswagen part could be very high indeed.



### Brake parts.

Conclusive findings from AUTO Straßenverkehr magazine in Germany:

- “The performance of brake pads from other manufacturers deteriorates considerably after long-term use.”
- “Braking distances increase noticeably for non-Volkswagen parts.”
- “Volkswagen original brake pads are the best.”

Conclusive findings from the Kraftfahrzeugtechnisches Institut in Germany:

- “Investigations show irrefutably that Volkswagen Genuine Parts are safer, technically better and, taking into account possible subsequent costs, cheaper than the copied parts tested.”

When you tell your Volkswagen customers the facts, will they really want to risk fitting anything but Volkswagen Genuine brake parts?

