**MEYLE simplifies part identification for workshops: graphic search with context-sensitive graphics**

* **Hamburg-based manufacturer MEYLE is first aftermarket supplier to present its own context-sensitive graphics of rear-axle multi-links for selected BMW and Mercedes models**
* **Graphical search simplifies parts search and identification for workshops and wholesalers**
* **Assignment saves time, effort and minimizes the risk of incorrect orders: MEYLE graphics accurately map installation position and environment**

**Hamburg, 13. February 2019.**Search and find parts even faster - the Hamburg-based spare parts manufacturer MEYLE is the first aftermarket supplier to offer context-sensitive graphics of rear-axle multi-links for selected BMW and Mercedes-Benz models. What's special: These graphics, specially designed by MEYLE, show the spare part in the context of complex chassis technology, making it even easier to identify the required parts. An enormous time saving for workshops and wholesalers: In the graphic search, customers are shown exact installation positions and contexts, see all relevant information and details when they click on the article and go directly to the order.

"MEYLE has dedicated itself to the idea of making the information relevant to partners, customers and workshops accessible in the simplest way possible and preparing it in such a way that it can be used even more efficiently," explains Dominik Overmann, Team Leader Product Data Management at MEYLE. Especially in complex systems, simple installation descriptions are often not sufficient and require more details and information about the installation position and all parts in the immediate vicinity. "These systems are best represented graphically. With the context-sensitive graphics, we therefore simplify the identification of parts - incorrect orders or cost-intensive returns can thus be minimized. Wholesalers and workshops can then pass on these advantages directly to their own customers. The initial feedback from our customers is consistently positive - customers actively ask for the graphics, for example to refer to them in their own offers and thus create added value for the customer".

MEYLE has been offering a graphic search function for the front axle of the top 200 models of the German CarParc for many years, and now the context-sensitive graphics are also available for the rear axle of BMW models such as the 1 Series, 2 Series, 3 Series and 4 Series as well as Mercedes Benz C‑Class and E-Class. The graphics can be used not only in TecDoc-based catalogues, but also in the MEYLE online catalogue and in customers' web shops. The article data is regularly updated with new vehicles.

How easy the graphic search is, can be seen in the example of the BMW 3 (E90) (KBA 0005 AMF) vehicle: filtered by axle suspension/wheel driver/wheels, (only) MEYLE parts are displayed. By clicking on the corresponding part in the graphic, further information re shown and the part can be ordered directly via the TecDoc shopping basket.

Download our press releases and press pictures from [www.meyle.com](http://www.meyle.com/) or order in electronic file format.

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**About the company
Better parts and solutions for the independent aftermarket – reliable as a friend.**

MEYLE AG engineers, manufactures and markets premium-quality replacement parts for the independent automotive aftermarket. With its three product lines – MEYLE‑ORIGINAL, MEYLE-PD and MEYLE-HD – the company offers precise solutions and parts for competent mechanics, ambitious rally drivers to classic car enthusiasts and every driver around the world who needs to rely on their car. MEYLE offers its customers more than 24,000 reliable and durable spare parts, manufactured in its own factories and at selected production partners.

**Catering for virtually every popular vehicle application the wide range of product supplied by manufacturer MEYLE features the following products:**

* **MEYLE-ORIGINAL: True to OE. – This product line includes around 21,000 top-class parts.**
* **MEYLE-PD: Advanced design and technology. –** This product line features around 2,000 technically refined brake discs and pads distinguished by their enhanced braking performance and cutting-edge coating technology.
* **MEYLE-HD: Better than OE. – Devised by the company's in-house engineers, the MEYLE-HD line features around 1,000 products to cater for thousands of different vehicle models.** Designed to provide **exceptional strength and long service life** MEYLE-HD parts offer **enhanced performance over original-equipment designs**. Unrivalled in quality and durability technically-refined MEYLE-HD parts come with a four-year guarantee.

The company and its network of associated companies employ approx. 1,000 people at locations around the globe, of which 500 work at the company's headquarters in Hamburg, Germany. MEYLE works with partners, customers and workshops in 120 countries to ensure that drivers can rely on better parts and solutions – that’s how the company helps workshops to be DRIVER’S BEST FRIEND.