

KYB

Our Precision, Your Advantage



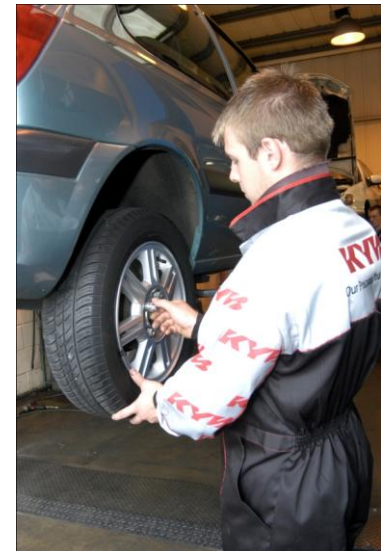
Introducing...
KYB QR Project

OVERVIEW

Why do we need it?



- Many workshop technicians struggle to fit struts
- They could sometimes refuse work if it seems complicated
- Often the wrong tools are used
- KYB needs to help it's workshop customers



Why do it this way?



- At least 50% of all mobiles are smart-phones
- Most technicians have smart-phones
- QR codes are popular and well used
- The code is on the product box so instant access
- Even if the content changes, the QR code remains the same



QR Code

How do you read the code?



- Free QR reader can be downloaded on any smart phone
- Scan the phone over the QR code
- The QR code can be scanned vertically or horizontally
- The QR code takes the phone to the mobile website
- This gives access to the data



Which parts?



- The QR code will first appear on KYB struts
- Other products and ranges will follow
- Information will be updated ongoing



How does it work?



QR Code on
strut box

5 Main choices

Information
provided

The QR code appears on the carton box next to the KYB part number. The technician scans the QR code.

They will then be given a choice of information: Fitting Video (if available for that application), Fitting Instructions, Useful Information, Visual Parts Inspection

You see the relevant information for that part.

What is inside each section?



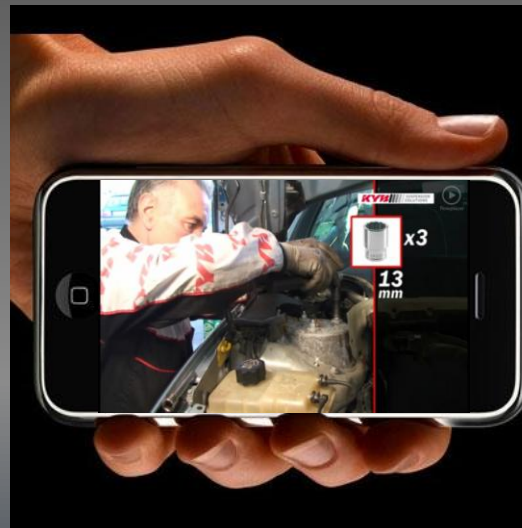
Fitting video



Fitting
instructions

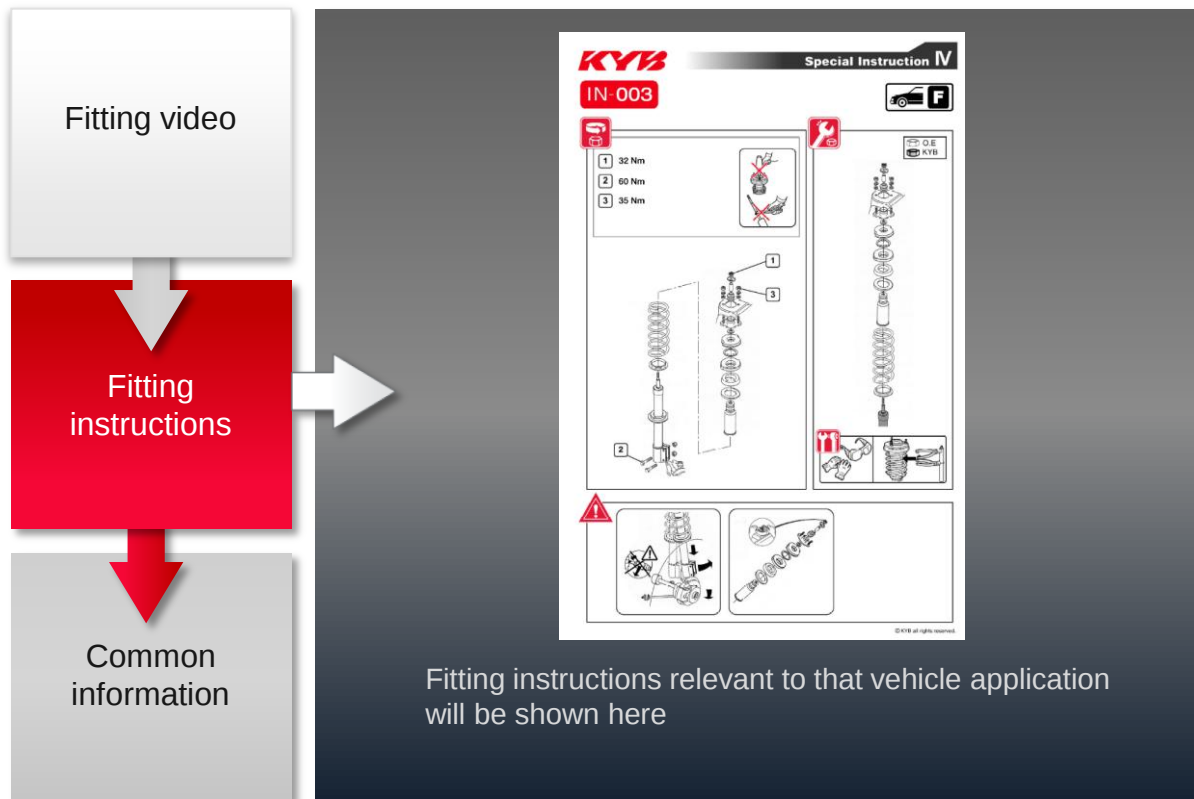


Common
information



If there is a fitting video available for that application, the workshop technician can watch it on their phone. More videos will be added ongoing.

What is inside each section?



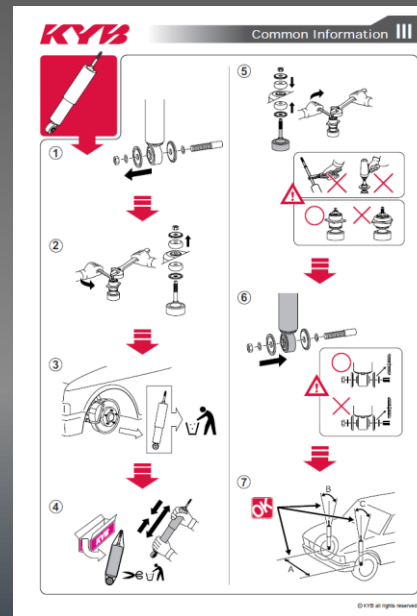
What is inside each section?



Fitting video

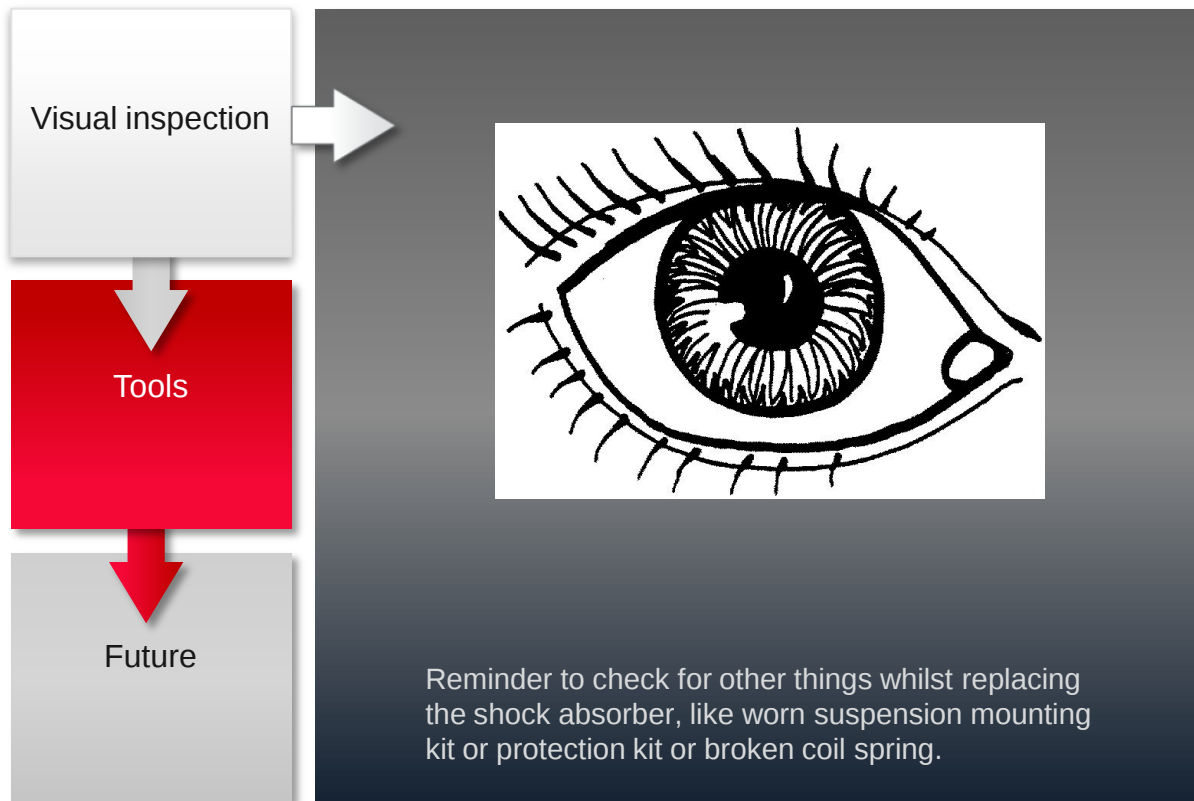
Fitting
instructions

Common
information

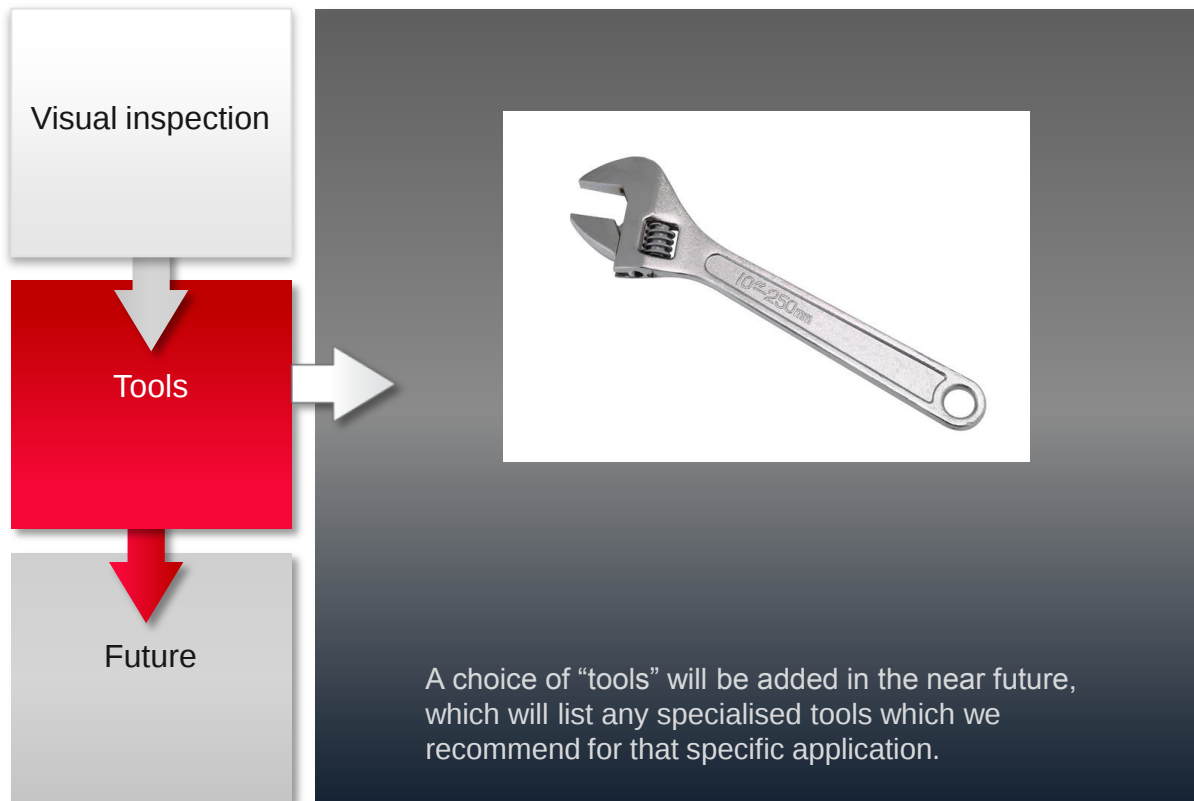


Generic information about shocks from the technical book, like how to dispose of used shocks

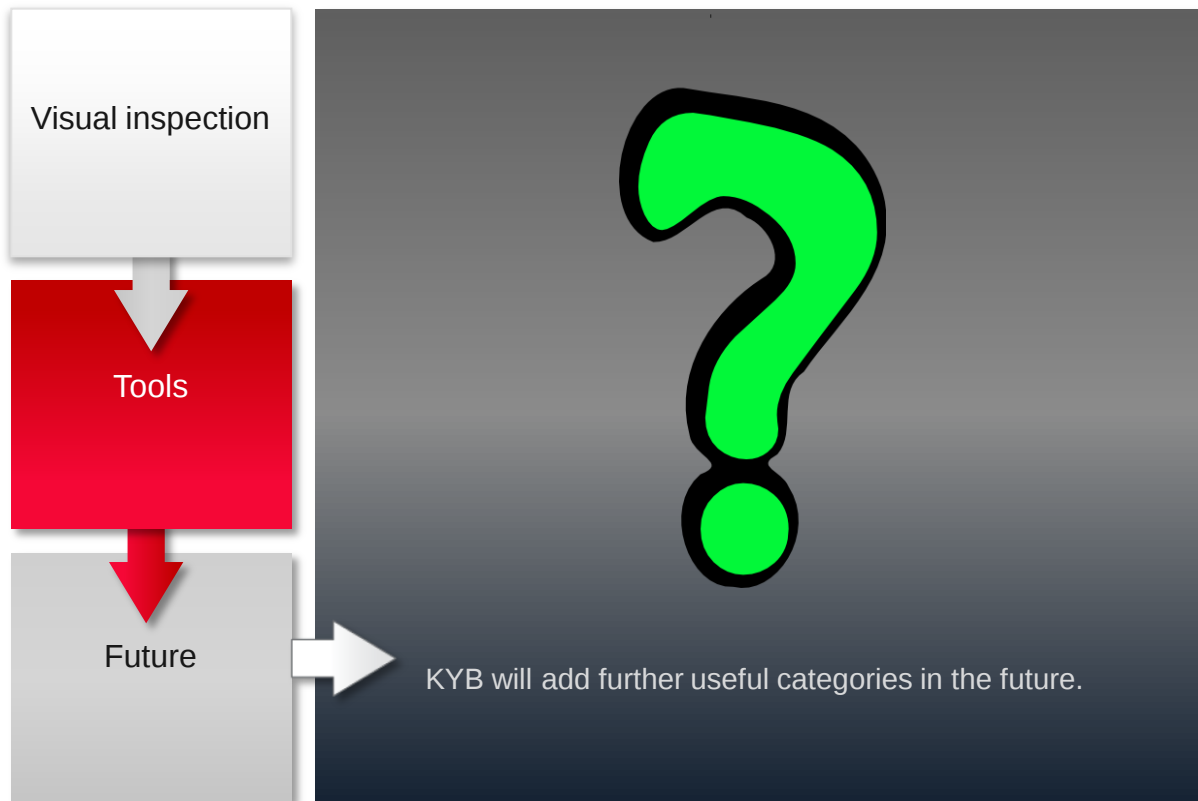
What is inside each section?



What is inside each section?

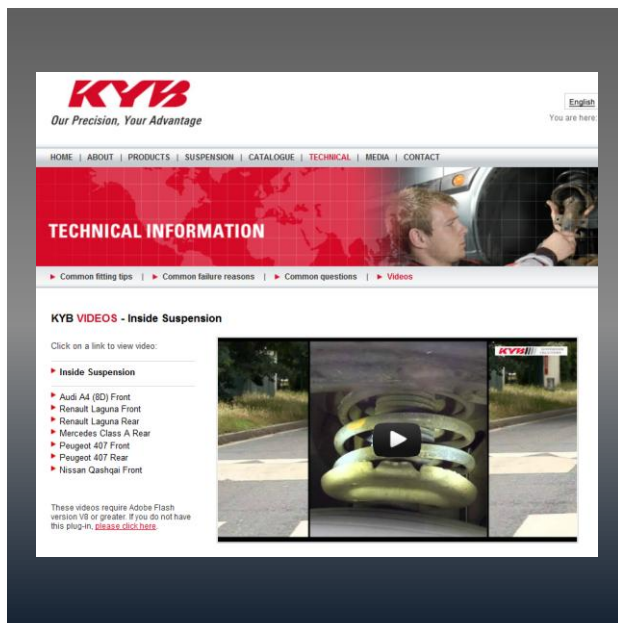


What is inside each section?



OTHER KYB INFORMATION

Fitting Videos



Technician support

KYB has a range of fitting videos which are available online to help fit shock absorbers. The applications covered are continually being added to. The videos are available both on the KYB website and on Youtube.

<http://www.kyb-europe.com/videos.html>

<http://www.youtube.com/kybeurope>

New branch



Romania

KYB has continued its expansion in Europe by opening a new representative office in Romania. The sales territory covered includes: Romania, Hungary, Bulgaria, Serbia, Croatia, Slovenia, Bosnia & Herzegovina, Albania, Montenegro, Macedonia and Kosovo. KYB customers will benefit from having the support of the new representative office.

OEM Customers



One in four cars fitted with KYB as standard

KYB supplies shock absorbers to many leading vehicle manufacturers (OEMs) around the world, including Audi-VW Group, BMW, Mitsubishi, Nissan, PSA Peugeot Citroën, Renault and Toyota. One in four of all new cars leaving production lines worldwide are fitted with KYB shocks as original equipment making KYB the world's largest supplier of OE shock absorbers to vehicle manufacturers.

2013 Range



New 2013 Catalogues

KYB will launch it's new 2013 product catalogues in October 2012. It will include:

- 139 new shock absorbers
- 73 new coil springs
- 13 new suspension mounting kits
- 30 new protection kits

Social Media



Facebook & Twitter

KYB is on Facebook and Twitter, to help keep customers and media up to date with the latest news and information.

Facebook: www.facebook.com/KYBSuspension

Twitter: [@KYBEurope](https://twitter.com/KYBEurope)

If you have any questions about KYB's QR programme, please contact pr@kyb-europe.com



KYB QR Programme