

KYB Newsletter – March 2013

KYB LAUNCHES NEW SUPPORT TOOL

KYB Europe has launched a new support tool. The tool is the latest in a portfolio designed to help make it easier for technicians to fit shock absorbers, coil springs and mounting kits.

KYB product boxes will soon display a QR code next to the part number. Anyone fitting this part will be able to scan the QR code using a smart phone, via any scanner application which can be downloaded free of charge from the smart phone provider. They will be offered a choice of information to help them with the fitting of that part.

The information includes: fitting videos (where available), fitting instructions (specific to that vehicle application), common information for fitting shock absorbers and coil springs, plus a visual inspection prompt.

The project launches with 700 references and will grow quickly over the next few months. The project is already integrated into KYB Europe's website, so that technicians who do not have access to a smart phone can still use the support for fitting KYB parts.

Worldwide, KYB manufactures more than one million shock absorbers per week and is one of the world's largest manufacturers of shock absorbers, with one in four cars leaving production lines being fitted with KYB shock absorbers as standard.

