

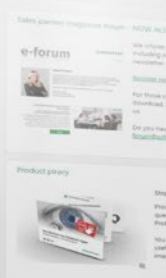
Your Business Booster

Schaeffler **PartnerProgram**





MORE SUCCESS THROUGH PARTNERSHIP



Trust can be measured: With around 1,000 certified partners worldwide.

Together, we have already achieved a great deal with our existing partner program. Let us now tackle the challenges of the digital age – with the new Schaeffler **PartnerProgram**. Whether you want to reposition yourself on the market, expand your business, or take a new strategic direction, the Schaeffler **PartnerProgram** is a tailor-made solution that offers valuable benefits and helps you to remain competitive with a range of versatile solutions for your products, sectors, and services

This brochure illustrates the new aspects of our partner program, which has received a new name, a new concept, and a new appearance – but the focus is still absolutely on you, our customer and partner. You give us important, valued incentives, and we would like to work with you to tackle new challenges and shape the future.

Get ready for the new Schaeffler **PartnerProgram** – your business booster.



Increase your success with the Schaeffler **PartnerProgram**.

We would like to do even more for you – and support you in enhancing your success even further. Our new Schaeffler **PartnerProgram** offers three different partner types with customized solutions that are now even more closely matched to your needs in the dynamic environment of today's markets. This means you benefit twofold: On the one hand, you will be ready for the challenging dynamics of future markets while strengthening your competitive position, irrespective of the size of your company. On the other hand, specialization provides opportunities for new business models and improved networking among experts. Whether you are already a partner or would like to become one, an overview of the requirements and advantages of the different levels is provided here.

Redefined: Assessment criteria

Well-founded and fair:
A range of different requirements from the following areas have to be fulfilled for each partner type

- Technical expertise in consultation regarding Schaeffler products
- Well-founded expertise in supply chain management
- Experience in handling product piracy
- Trusting collaboration with Schaeffler



1

CERTIFIED BY
SCHAEFFLER

Level 1: Certified by Schaeffler

The “Certified by Schaeffler” level replaces the existing “Authorized Distributor Industrial” status and is optimized for the majority of our partners who already fulfill these high requirements. This certification is proof of your in-depth technical expertise, which makes fast purchasing and high-quality customer consultation possible. What is more, we also value secure sales channels and decisive handling of product piracy, which ensure greater reliability and a trusting partnership.

The subsequent levels (2 and 3) are designed as a response to the new market situation and offer our partners customized specialization options as well as a comprehensive range of development opportunities.



2

SCHAEFFLER
DISTRIBUTION
PARTNER

SCHAEFFLER
TECHNOLOGY
PARTNER

Level 2: Schaeffler Distribution Partner

This certificate is awarded to distributors with a high level of technical and commercial expertise. Joint campaigns and strategic collaboration with Schaeffler mean you will be your customer’s first-choice partner when it comes to Schaeffler products and thus increase your success.

Level 2: Schaeffler Technology Partner

Partners with this certificate have a high level of technological expertise in a specific field, e.g. in condition monitoring or assembly. Some of these partners are also specialists in specific sectors such as mining, steel, and wind energy. This means you can position yourself as a service partner with a wide range of options for generating additional business.



3

SCHAEFFLER
PREMIUM
PARTNER

Level 3: Schaeffler Premium Partner

Schaeffler Premium Partners are characterized by outstanding technical, organizational, and economic expertise. A particularly close strategic partnership with Schaeffler is a prerequisite for Premium Partner certification.



**BOOST
YOUR
BUSINESS
WITH THE
SCHAEFFLER
PARTNER
PROGRAM**

Establish and enhance your business by taking advantage of a range of benefits.

We want our partners to be successful. That is why we offer flexibly customized marketing assistance as well as training courses and technical support. An additional benefit: Our Partner Portal, which includes a comprehensive range of material for your day-to-day business. All of this makes the Schaeffler **PartnerProgram** your personal business booster.

The advantages for you as a distributor: More success with the Schaeffler **PartnerProgram**



Enhanced presence

Increase your level of expertise and present an even more convincing case to your customers with the Schaeffler **PartnerProgram**:

- Take advantage of our new digital Partner Portal with its comprehensive range of materials, logos, and guidelines.
- Continuously expand your technical expertise with our training courses, webinars, and other activities.
- Receive technical support from our Schaeffler Technology Centers.
- Utilize our flexible digital solutions, including the Schaeffler Online Shop, EDI, and System-2-System, to simplify your purchasing processes.
- Utilize the product data provided for your own webshop.



Continuous development

Drive forward your business growth using the strategic measures provided in the Schaeffler **PartnerProgram**:

- Utilize all of the options for business expansion provided by Schaeffler's multi-stage partner model.
- Exchange information and network during the Schaeffler Distributor Days.
- Experience trends and enhance your contacts at exclusive trade shows and events.
- Benefit from support from Schaeffler's network of experts via Schaeffler Technology Centers.



Optimized positioning

Utilize the Schaeffler **PartnerProgram** to increase your visibility and reach on the market:

- Utilize materials from the new Schaeffler Partner Portal, which are always up to date and in Schaeffler's new corporate design.
- Enhance your brand through close association with our brand.
- Position yourself as a distributor for original products with our certification.
- Generate customer loyalty by proving your technical expertise.

Enhance your image with our new corporate design.

Schaeffler has a new corporate design. We have rebranded our locations throughout the world and updated our entire brand presentation. You can also utilize this rebranding to enhance your success: The updated corporate design now features a modern and sophisticated appearance and can help you to use Schaeffler products to ensure a perfect presentation, which makes it a real communication booster for your customer business.

Strong together

The well-known SCHAEFFLER corporate brand gives you and your customers a point of orientation in response to rapidly changing requirements in terms of mobility and communications, and it helps us position ourselves as a leading global technology partner who unites high-performance product brands with a rich history under one roof.



Our rebranding, your success:

- We are positioning ourselves as an integrated automotive and industrial supplier of components and systems.
- We are increasing the recognition of our SCHAEFFLER corporate brand worldwide.
- We are focusing the use of our product brands.



Strengthen your position with the Schaeffler Partner Portal.

As a partner, you will have exclusive access to our Schaeffler Partner Portal. Here you can find everything you need for successful marketing as well as a wide range of attractive communication tools, which come preconfigured or individually modified. Simply select and download – that's all there is to it.

Your booster to ensure more business. What are you waiting for?

www.partner-portal.schaeffler

Your advantages with the Partner Portal:

- Immediate access to and a rapid overview of the range of communication tools
- Downloads available 24/7
- The shortest possible processing times
- User-friendly individual design: a modern (digital) user experience
- Web2Print

Certified by
Schaeffler

Schaeffler
Distribution
Partner

Schaeffler
Technology
Partner

Schaeffler
Premium
Partner

The partner status label:
Visible proof that you are a strong Schaeffler partner – available to download from our portal, of course.

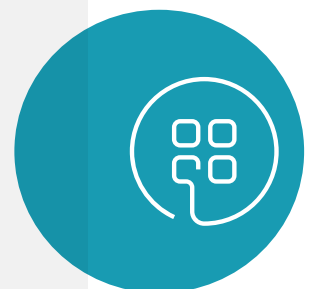
NEW FOR YOU AS A PARTNER

Our logos, design guidelines,
and application examples
are all available for you to use.

A wide range of options for printed and online
communication: You can download a full range
of material for your own advertising – including
product data, images, and text elements.

All of the available materials are
available at a glance and can be combined
to create your own campaigns.

You can use Schaeffler's advertising
material with your own logo to
design flyers, posters, and advertisements
and then simply print them yourself.



Schaeffler PartnerProgram

www.schaeffler.de/en/partnerprogram

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