



Press briefing

Seven awards: BILSTEIN impresses once again in the “Best Brand” reader polls

Essen / Ennepetal, 21. November 2025 – Precision, passion and engineering excellence – for decades, these are the values that the name BILSTEIN has stood for. This year’s results of the large “Best Brand” reader polls show that this claim is not only recognised in development departments, but also by specialist readers, workshops and car enthusiasts: the suspension experts at BILSTEIN won as many as seven prestigious awards in 2025.

Readers of the leading trade media “auto motor und sport”, “sport auto”, “MotorKlassik”, “Motorsport aktuell”, “Auto Zeitung” and “Classic Cars” voted BILSTEIN into first place in the categories of suspensions, sports suspensions and coilovers.

A vote of up to 75.7% (MotorKlassik, suspension category) and other top scores such as 63.6% of *sport auto*, 61.9% of *auto motor und sport* or 65% of *Motorsport aktuell* clearly show that the trust in the BILSTEIN is unbroken – across generations, target groups and vehicle segments.

Engineering with passion – made in Germany

There is more to every BILSTEIN suspension than just technology: it is the result of decades of experience, meticulous development and genuine enthusiasm for driving dynamics.

From original equipment for renowned car manufacturers to sophisticated retrofit solutions for road, racetrack and classic cars – every BILSTEIN product claims to be “WAY AHEAD”.

“We are proud that our work – from engineering and manufacturing to service – is recognised in this way”, says Simon Frick, President Aftermarket Group at thyssenkrupp Automotive (thyssenkrupp BILSTEIN GmbH and Berco Aftermarket s.r.l.). “These awards are both an honour and an incentive for us – because they show that our passion for suspensions is shared by readers of the trade media.”

Balance of tradition and future

Especially in a time when mobility and technology are developing rapidly, BILSTEIN remains true to its principle of combining innovation with tradition. This becomes apparent both in series production and in the performance and classic sectors. Whether coilovers and sports suspensions for ambitious drivers or series solutions for classic cars, the BILSTEIN brand stands for exhilarating driving experience.

The awards at a glance (2025):

Magazine	Category	Award	Percentage of votes
MotorKlassik	Suspensions	Best Brand 2025	75.7%
sport auto	Sports suspensions	Best Brand 2025	63.6%
auto motor und sport	Sports suspensions	Best Brand 2025	61.9%
Motorsport aktuell	Coilovers	Best Brand 2024	56.8%
Motorsport aktuell	Sports suspensions	Best Brand 2024	65%
Auto Zeitung	Sports suspensions	Top brand 2025 – Gold	19%
Classic Cars	Suspensions	Top brand 2025 – Gold	43%

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Thank you for your trust!

The logo consists of the word "BILSTEIN" in white, uppercase, sans-serif font on a blue rectangular background. To the right of this is a yellow square containing a black stylized graphic of a shock absorber or spring.

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BILSTEIN would like to thank all readers who made this success possible with their votes.

Each award is a confirmation – and at the same time a promise: BILSTEIN will continue to make every effort to offer the best suspension experience – with passion, precision and innovative spirit.

About BILSTEIN

BILSTEIN is part of thyssenkrupp AG and has its headquarters in Ennepetal, Germany. The company develops and produces suspensions, shock absorbers and springs for cars and vans and is one of the world's largest suppliers with an annual production of around 13 million shock absorbers. BILSTEIN is a technology leader and a global player with more than 4,100 employees at nine locations in six countries – including the UK, the USA, Romania, China and Mexico.

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