



Press briefing

BILSTEIN at Automechanika 2026: OE Expertise Meets Digital Workshop Solutions for automotive workshops

Automotive workshop solutions, suspension technology, and strong partnerships for the aftermarket of tomorrow

Essen/Ennepetal, 16 June 2026 – Today, automotive workshops are faced with increasingly complex suspension systems, growing efficiency demands, and a rising need for technical information. At Automechanika Frankfurt 2026, BILSTEIN will showcase solutions designed to address these challenges. Under the motto “The future of the aftermarket starts here,” the suspension specialist will present a comprehensive portfolio of OE-inspired suspension technology, digital value-added solutions, and practical support for distributors and repair professionals.

As one of the world’s leading suspension specialists, BILSTEIN has been actively shaping the automotive aftermarket for decades. The expertise gained from developing and production of components for international vehicle manufacturers is consistently transferred into its aftermarket products, providing the foundation for quality, precise fit, and seamless integration into modern vehicle systems.

“Automotive workshops today need more than high-quality products, but also efficient processes and reliable technical support. That is exactly where our solutions make a difference. Our goal is to help our partners successfully meet current challenges while unlocking new business opportunities,” says Sarah Harmeier, Senior Vice President of Aftermarket Europe & RoW at BILSTEIN.

At its booth in Hall 4, Booth C11, BILSTEIN will showcase a product portfolio that covers virtually every suspension-related requirement. The range extends from OEM replacement parts and performance suspension systems to advanced electronic and adaptive suspension solutions for today’s vehicle platforms.

Automotive workshops and parts distributors benefit directly from the company’s OE expertise. Technologies and engineering standards derived from the original equipment programs ensure a precise fit, reliable performance, and a driving experience customers expect from BILSTEIN. At the same time, extensive vehicle coverage provides solutions for virtually all relevant makes and models.

Value-Added Solutions for automotive workshops

In addition to its product portfolio, BILSTEIN will highlight solutions specifically designed to support automotive workshops in their daily operations while creating additional revenue opportunities.

One example is the company’s new **“Engineered for Excellence”** packaging design. It combines a modern product presentation with digital functionality for repair professionals. Through integrated digital access point, users can quickly and easily retrieve relevant product information, technical specifications, and installation instructions. At the same time, the system incorporates advanced anti-counterfitting protection, including a simple authenticity verification feature, helping improve safety and transparency in day-to-day workshop operations.

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BILSTEIN also focuses on simple and reliable solutions for modern electronic suspension systems. Leveraging the company's OE expertise, numerous electronically controlled damping systems can be integrated seamlessly into existing vehicle electronics without additional modifications while maintaining full functionality of the factory-installed systems. This reduces installation time and creates new business opportunities for automotive workshops in the growing market for advanced suspension repairs.

In addition, the BILSTEIN Performance program provides automotive workshops with access to attractive performance and tuning market segments, creating additional revenue potential. This enables businesses to strategically expand their service offerings and attract new customer groups.

Distributors and automotive workshops are further supported by the **BILSTEIN Academy**, which offers technical training, hands-on workshops, and direct technical support. Through these programs, BILSTEIN helps service professionals stay current with evolving vehicle technologies and address individual technical challenges.

Shaping the Future of the Aftermarket Together

For many years, Automechanika has represented far more than a product showcase for BILSTEIN. It serves as a key meeting place for personal interaction with partners from across the distribution and repair sectors. This close and trusted collaboration has been a cornerstone of success in the Independent Aftermarket for decades and will remain a critical factor in the future.

Together with distributors and automotive workshops, BILSTEIN is committed to actively shaping the future of the Independent Aftermarket through OE expertise, practical solutions, and strong partnerships. The company looks forward to welcoming visitors in Frankfurt and exploring new opportunities for the aftermarket tomorrow.

BILSTEIN at Automechanika Frankfurt 2026: Hall 4, Booth C11.

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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