

BRAND GUIDELINE.





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**WE ARE
BILSTEINERS.**

A brand with personality.

Our brand BILSTEIN is primarily based on the people and personalities who create and passionately support it and continue our tradition of uncompromising quality, from original equipment to OE replacement and motor sports. You are a part of it: **You are a BILSTEINER!**

Our company has a long-standing history: on the market since 1873, at home in the automotive industry since 1928 and a legend in shock absorber and chassis technology since 1954. In 1957, we developed the mono-tube gas-pressure shock absorber for series production. This achievement made history and contributed significantly to active driving safety. And we are very proud of that.

In the beginning was the deed.

Actions are the material legends are made of. Important actions. Actions people talk about. Actions which pave the way for change. By developing the mono-tube gas-pressure shock absorber for series production, we laid the foundation for the establishment of gas-pressure technology as a standard in automotive engineering. Our achievements and victories for and in motorsports are legendary – the people in the cockpit, the people in the pit lane as well as the minds behind them. Thanks to our past and present achievements, we can look ahead with confidence. We are proud of what we have achieved and we are enthusiastic about the future. We are likeable, dynamic people and encourage our customers around the globe to: **Drive the Legend.**



Since 2005, we are a wholly owned subsidiary of ThyssenKrupp AG. Thanks to our strong affiliation with the group and the innovative energy and uniqueness of the BILSTEIN brand we are ready for the challenges the future has in store for us. We want to continue to inspire our customers across all sales levels!



WE ARE DIFFERENT.



By people for people.

BILSTEIN is unique. We are unique. Why? Because we do something nobody else does – our unique selling proposition on the market: **the BILSTEIN road test.**

Together with our test engineers we made the following our motto: Good is never good enough for us – we want perfection! In addition to state-of-the-art measurement and testing procedures, the human factor, how people feel when they are driving, and countless test kilometres play a sustainably differentiating role. And of course the place where we conduct the tests: our Papenburg test center and the “Green Hell”, the legendary Nürburgring Nordschleife.

We guarantee: All our high-performance shock absorbers, air suspension modules and sport and coilover suspensions undergo a challenging testing program in the BILSTEIN road test. In this way we ensure the unique BILSTEIN driving experience – by people for people!



BILSTEIN-TECHNOLOGY *tested on*
NÜRBURGRING-NORDSCHLEIFE



**WE LOVE THE
INDIVIDUAL
CHALLENGE.**



Customisation.

Our core competence is shock absorption - even far beyond the automotive industry. This is why we love exceptional challenges. Robust climbing frames for playgrounds and smoothly driving forklifts, aircraft landing gear for the permafrost soil of the Russian tundra, bridge ropes and chairlifts in the Alps, individual solutions for the suspension technology of classic cars, historical race cars or exotic special series – there is hardly anything that cannot be improved with the help of our expertise.

We passionately accept any challenge and develop the perfect solution for any vibration problem.





**WE SUPPORT YOU
FROM THE START.**

Partners of the automotive industry.

Worldwide, BILSTEIN stands for innovation and high-tech in suspension technology. With our expertise regarding the entire suspension, we are one of the leading development partners in series production – from providing competent support for exotic special series to acting as development partner at eye level of international high-volume manufacturers.



WE STAY AT YOUR SIDE.

Partner of car repair shops.

Our uncompromising quality is the reason why manufacturers such as Mercedes Benz, Porsche, BMW or Audi place their trust in us. With our spare part program in unblemished original equipment quality, our repair shop partners are perfectly equipped for their daily business – repair solutions for OE replacement per axle and competitive prices with the attribute **Made in Germany.**

In addition, we help you satisfy the high demands of your repair shop customers with additional services, for example our range of theoretical and practical training sessions. Solve the entire problem already during the first stay in the repair shop.





LESERWAHL
**BEST BRAND
2015**
KATEGORIE
Sportfahrwerke
**auto
motor
and sport**

**STRONG. FRIENDLY.
EXCELLENT.**

Our customers have high demands: We offer the right solutions because we know them by heart.

Original equipment manufacturer.



“

Quality, safety and comfort are our requirements – and the requirements of our customers. We rely on the experience and expertise of our development partner BILSTEIN. In this way, we can meet our own and our customers' requirements. Our brand and our products are enhanced by the perfectly fine-tuned BILSTEIN components.

In addition, BILSTEIN is a partner who offers the entire package and favourable general conditions:

- price
- performance
- delivery capacity
- adherence to delivery dates

”

Wholesale/retail.



The reliability of our partner BILSTEIN and their products as well as the margin for us and our downstream intermediaries are the decisive factors for us:

- range coverage
- quality
- price
- delivery capacity



Repair shops.



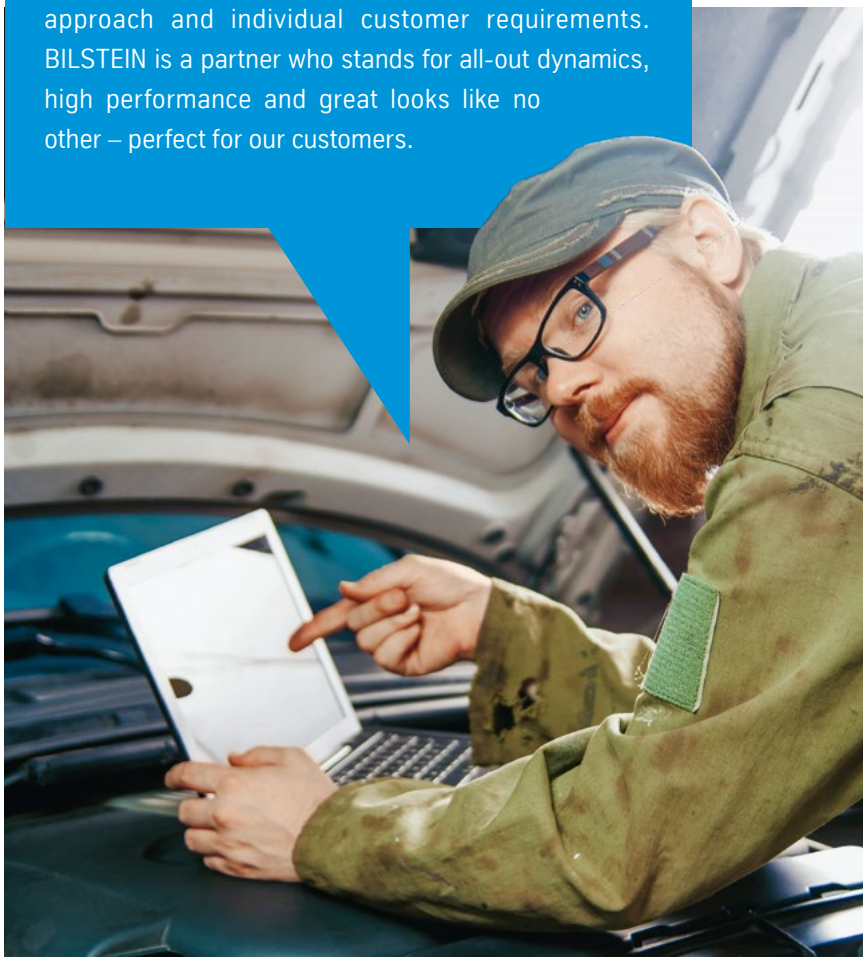
The spare part business and repairs due to wear-and-tear are our daily business. Our customer's requirement: Fix right first time! BILSTEIN is a partner who makes our renowned customer and service orientation possible – with repair solutions in OE quality and a full service which does not leave any questions unanswered: instruction, training, support. Our customers trust us and we trust BILSTEIN.



Tuning.

“ ”

We are specialists when it comes to a performance approach and individual customer requirements. BILSTEIN is a partner who stands for all-out dynamics, high performance and great looks like no other – perfect for our customers.



Motorsports.

“ ”

Our motivator is our success. BILSTEIN has shared this motivator for more than 50 years and supports us with the ideal suspension set-up for our purposes to ensure we remain competitive with passion and maximum performance. BILSTEIN has maintained close contact with us and our wheels have maintained a steady grip on the race track thanks to BILSTEIN. We value BILSTEIN's comprehensive view and the unmatched service on site!



Our business is rational: We go about it day after day with absolute commitment!

Brand promise.

Rational:

We develop high-quality shock absorbers and suspension kits for any requirement and any industry: original equipment, OE replacement and enhanced OE replacement, tuning and motorsports.

Emotional:

Each product that leaves our house incorporates over 140 years of experience and tradition, the absolute commitment and expertise of us BILSTEINERS and countless millions of test kilometres – by people for people. For the unique BILSTEIN driving experience!

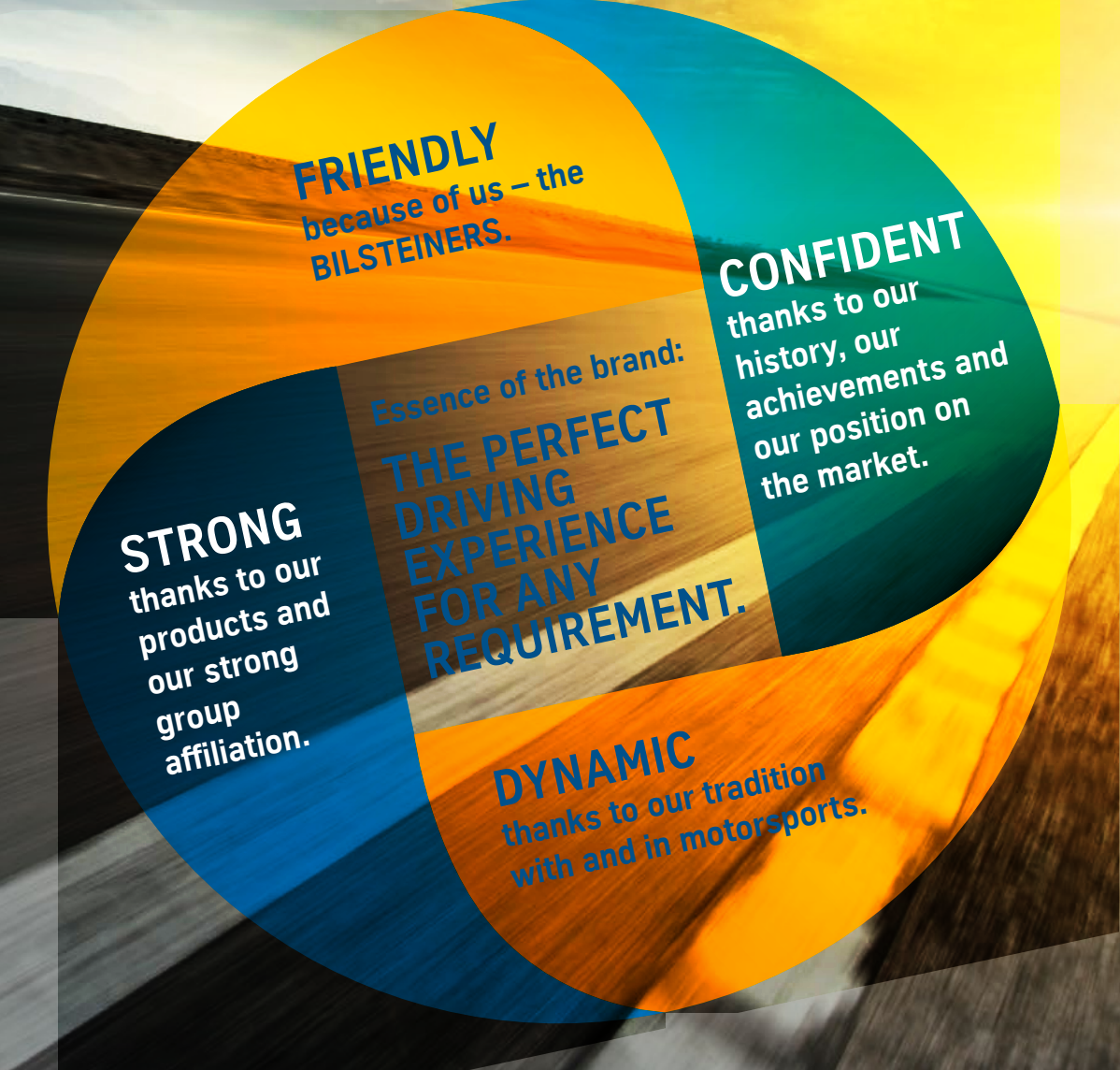
Reasons.

As a specialist for shock absorbers and suspensions, we can not only look back on a company tradition of more than 140 years, we have also made history with the series production of the first mono-tube gas-pressure shock absorber for Mercedes-Benz in 1957. And we have celebrated successes in motorsports for over 50 years.

Today, we provide our customers with a wide range of aftermarket products in original equipment quality for OE replacement parts, enhanced OE replacement, tuning or motorsports.

Thanks to our high standards regarding product quality, active driving safety and a unique driving experience, we have won several Best Brand awards nationally and internationally – unlike any other brand.

**We are unique:
WE ARE BILSTEINERS!**





CONFIDENT.

FRIENDLY.



DYNAMIC.



STRONG.



Our future is in our hands and we call for:



DRIVE THE LEGEND.



BRAND COMMUNICATION.



Our way from brand to communication.



We offer:
The perfect driving experience for any requirement.

We invite customers to:
Drive the Legend.

We speak:
in a friendly and self-confident, dynamic and strong manner – this is our personality!

Our look:
is blue and yellow.

We offer:
premium quality (products/ services) for all market levels and segments.

We want to achieve:
more awareness of our strengths (BILSTEIN spirit, history/tradition, premium quality, product range) through an eye-catching, emotional and individual brand presence!

Our brand personality is the basis because it takes our competitive environment, our target group and our promise into account and reminds us why we keep it!

Our language and our tonality.

We are friendly, self-confident, dynamic and strong!

We live for maximum performance – on the road and in motorsports. We radiate our unique BILSTEIN spirit when we communicate. Our perspective is the community: We use **WE** and **US** when we talk.

We are proud of our achievements, our history, our tradition, our innovative energy, our community, the uncompromising quality of our technology and our products – and we talk about it accordingly!



TECHNOLOGIES AND OPTIONS.

Technologies.

The important automobile brands of the world trust us – for a reason: Our technologies are anything but standard. They stand for the pioneering spirit of us BILSTEINERS, are milestones of our development and a permanent feature of our products. They are used where they make sense and where the demands on our products require it.

Options.

Always one step ahead with the individual needs of our customers always in mind. This makes us BILSTEINERS stand out and we take this approach even regarding our optional highlight developments which additionally enhance our products. Depending on the product, options can be selected to increase the individual comfort experience.



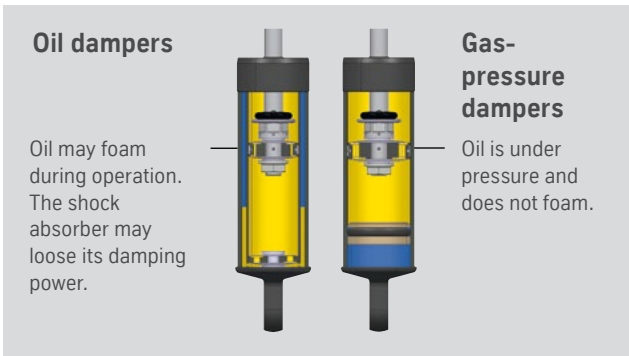


BILSTEIN original equipment.



Quality in series.

If the designation original equipment did not exist, it would have to be invented for us. For more than 60 years, we have been the development partner of choice for the suspension and shock absorber systems of renowned automakers – manufacturers in the premium segment as well as high-volume manufacturers. From the development of suspension components for series production to high-performance suspensions for motorsports or the production of high-quality repair solutions for OE replacement, our products and our expertise are in high demand. Our comprehensive product range with high market coverage and availability includes everything – from OE replacement to tuning and motorsports. This is how we ensure the legendary BILSTEIN driving experience during the entire vehicle life.



BILSTEIN gas-pressure technology.



The pressure trick.

In traditional oil shock absorbers, extreme stress can lead to foaming of the oil which causes a reduction of the damping power of up to 35%. As early as in the 1950ies, we developed the BILSTEIN gas-pressure technology as a solution for this problem. With the first installation of the mono-tube gas-pressure shock absorber in series-produced vehicles at Mercedes-Benz in 1957, we firmly established gas-pressure technology in automotive construction until today – in mono-tube and twin-tube design. This means reliable shock absorption and suspension under any load and added safety in dynamic driving situations. BILSTEIN gas-pressure shock absorbers provide high traction and precise handling even under maximum load.

BILSTEIN air suspension.

Not all air springs are the same.

Again, we were pioneers in original equipment manufacture and have remained the technology leader in OE replacement until today. BILSTEIN air springs not only provide damping and suspension but also level control. The counterpressure in the air bags ensures the usual driving level even under varying loads. BILSTEIN air springs are available in passive and active design. While passive air suspension systems only allow one damping setting, active air springs provide accurate characteristic lines for selection. Either the driver can switch between sports and comfort or the system itself chooses the optimum characteristic within milliseconds. Only the respective BILSTEIN technology of original equipment provides a driving experience as on day one. BILSTEIN air springs consist of 100% new parts and maintain a constant damping power and high reserve capacity for maximum safety. They are available for any air suspension system – passive or active.



BILSTEIN road test.

Theoretically good is not good enough for us.

Needless to say that we use state-of-the-art measurement and testing procedures for objective criteria such as safety, loading, braking and steering behaviour, dynamic driving and driving comfort. In addition, however, something very human is important to us: how it feels to the driver. All our high-performance shock absorbers, air suspension modules and sport and coilover suspensions undergo a rigorous testing program with various driving situations on the Nürburgring or in our own test centre in Papenburg. Only if all our test engineers agree that the optimum is achieved, may the tested products be called BILSTEIN – a name that stands for the legendary BILSTEIN driving experience. By people for people.

BILSTEIN-TECHNOLOGY *tested on*
NÜRBURGRING-NORDSCHLEIFE





BILSTEIN-twin-tube technology



BILSTEIN mono-tube technology

BILSTEIN twin-tube technology.

Perfect damping every day.

More than 90% of all series vehicles are equipped with twin-tube shock absorbers as a standard. In shock absorbers with double-walled twin-tube technology, the piston divides the interior oil chamber into two working chambers. During bump, the piston pushes the oil into the upper working chamber and into the compensation chamber between cylinder and container tube. During rebound, the piston valve is responsible for damping. Thanks to the technology transfer from series production, our BILSTEIN twin-tube shock absorber program offers thoroughly tested original manufacturer quality for OE replacement.



BILSTEIN mono-tube/Upside-Down technology

Original high power equipment.

The original and best: Our BILSTEIN mono-tube gas-pressure shock absorbers were the first in series production and have remained the equipment of choice for high demands until today: Whether poor driving conditions, challenging loads, trailer operation, sporty driving or motorsports – BILSTEIN mono-tube technology provides higher damping power due to the larger effective surface of the piston, easier handling, consistently higher performance and a longer service life. The flexible installation options of the mono-tube technology give engineers the freedom to choose the perfect installation position. With BILSTEIN Upside-Down technology, the piston rod is installed at the bottom of the tube body. The wear-resistant chromium tube moves up and down in the friction bearings. In this way, the support and lateral forces are distributed across a large area and the torsional strength of the connection between wheel and vehicle body is increased.

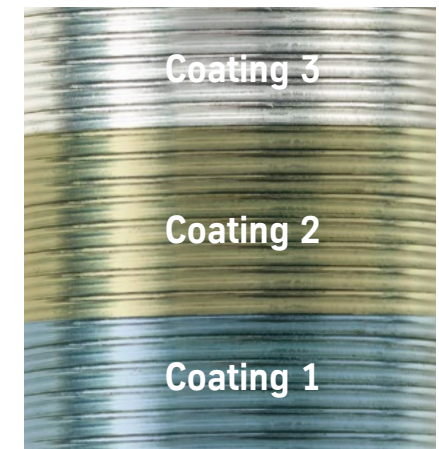


BILSTEIN-Triple-C-Technology®.

Layer by layer.

The BILSTEIN-Triple-C-Technology® stands for a high-performance three-layer coating. It has especially been developed for effective corrosion protection for our coilover suspensions and optimized in the endurance test according to DIN 50021 SS. Even over 600 hours in the salt spray chamber were no problem for our special coating. In comparison: A stainless steel thread only withstands the test procedure for 418 hours.

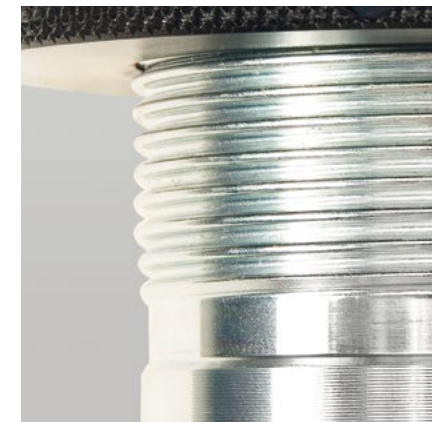
- Coating 1: The special zinc alloy ensures excellent adhesion to the base material and long-lasting corrosion protection
- Coating 2: The homogeneous middle coating transforms the bottom zinc layer into a completely sealed surface
- Coating 3: Perfect finish and maximum protection against mechanical wear and corrosion

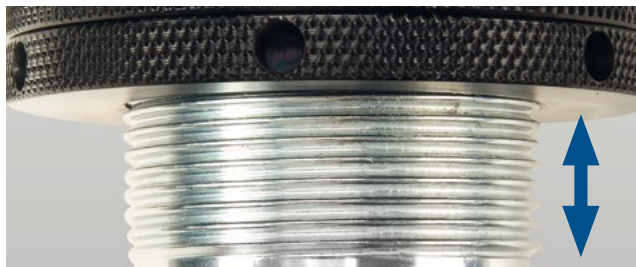


BILSTEIN round threads.

Perfect balance.

Compared to traditional threads, these threads are round and do not have any sharp edges. This means that the thread is less susceptible to wear caused by environmental influences such as dirt or road salt. The thread can be adjusted smoothly and safely even when installed.





Threaded body adjustable range.

Trouble-free flexibility.

Always flexible, up or down, and all that approved by TÜV: this is the threaded body adjustable range for you. The specially designed round thread with optimum fixed pretension of the sport springs ensures easy adjustment in situ and provides force-fitted driving characteristics in any situation with maximum stability.



BILSTEIN 1-way adjustment.

Perfectly fine-tuned sportiness.

Based on the high-performance BILSTEIN mono-tube technology, the BILSTEIN 1-way adjustment provides easy damping power adjustment in situ by turning the adjuster at the shock absorber. Ten noticeable clicks give a clear haptic feedback. By adjusting rebound and bump at the same time, the driving characteristics can be perfectly fine-tuned to your individual needs. This means that with our BILSTEIN 1-way adjustment you experience sporty driving at its finest.



BILSTEIN 2-way adjustment.

Maximum flexibility. Maximum sportiness.

Maximum softness or maximum hardness – the BILSTEIN 2-way adjustment is an all-in-one solution for sports enthusiasts: easy manual damping power adjustment and separate adjustment of rebound and bump with clearly visible precise scaling. From 1 (soft) to 10 (hard), the BILSTEIN 2-way adjustment allows for up to 100 variations with noticeable differences.



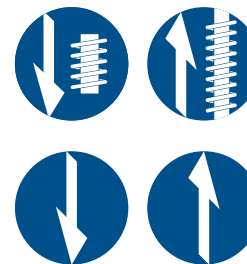
BILSTEIN ride height adjustment.

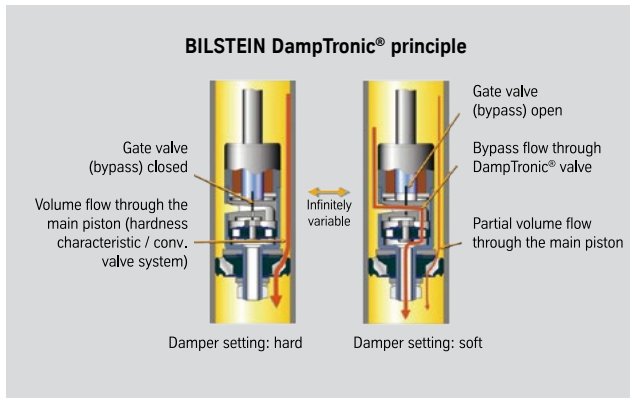
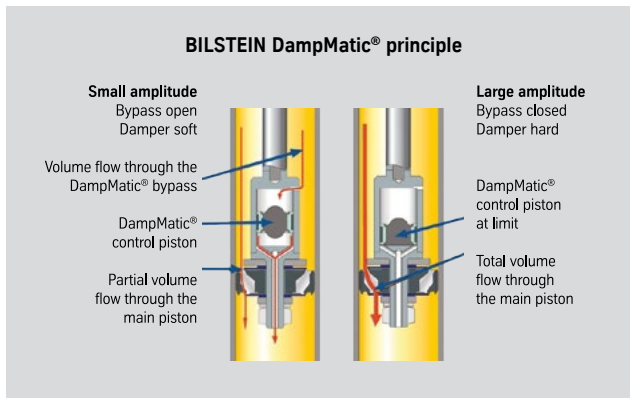
Including a change of perspective.

Our ride height adjustment kits are tested thoroughly and with various equipment options by our engineers until the absolute optimum is achieved. Only if we are 100% convinced of its driving characteristics, comfort, suitability for everyday use, appearance, aerodynamics, driving at the limit, residual spring travel, ground clearance and angle of slope, the kit may be called BILSTEIN.

Our kits which are tailored to each vehicle contain four springs and four shock absorbers each.

Our shortened and extended shock absorbers in combination with suitable springs ensure the desired effect.





BILSTEIN DampMatic®.

Safe and comfortable.

In cooperation with Mercedes-Benz we have developed the BILSTEIN DampMatic® damping force adjustment system. At lower speeds, it automatically reduces the damping force and ensures greater driving comfort. When the movements are more intense, the damping force is increased to improve the vehicle stability. The results are high performance reserves, maximum safety and as such, the ideal OE replacement for all BILSTEIN DampMatic®-equipped Mercedes-Benz vehicles.



BILSTEIN DampTronic®.

We do that for you.

As a practical plug & play solution, our active BILSTEIN DampTronic® damping system offers the ideal upgrade for vehicles with factory-fitted electronic adjustment systems. As you drive, vibrations are constantly monitored by sensors and relayed to the central control unit and the shock absorbers. This means the vehicle constantly and automatically adjusts itself to the road conditions – for perfect traction control and stable handling. Our broad OE replacement range includes a large selection for makes such as Mercedes-Benz, BMW, Porsche and many more.



BILSTEIN ridecontrol®

Pure individuality.

Enjoying the perfect driving experience, getting the most out of every curve – the personal demands for a suspension system can differ immensely. BILSTEIN ridecontrol® is a byword for individuality. The system provides an easy way to reconfigure suspension settings, simply by pushing a button on the dashboard. By activating “Sport” mode, you get excellent driving dynamics from a standing start and maximum high-performance reserves, even when you’re right on the limit.



BILSTEIN iRC®

Appolutely smart choice.

Why press buttons in your car when you’ve got a smartphone? The BILSTEIN iRC® module with 3D-G acceleration sensor allows you to actively and individually configure your suspension using a phone app for BILSTEIN ridecontrol® suspension systems. With the selectable modes of “comfort+”, “sport+” and “auto”, you can set the optimum driving characteristics in response to any demand or driving situation. The app which is compatible with all iOS and Android systems earned the name BILSTEIN due to its additional adjustment options for tolerance angles, acceleration thresholds (crosswise, lengthwise, vertically) and, of course, control times. The possibility to use the dashboard button for switching remains.



PRODUCT CATEGORIES.



OE REPLACEMENT? USE BILSTEIN!



BILSTEIN B1.



Precisely fitting accessories.

With shock absorbers, the inner values are what counts but every shock absorber is only as good as its attachment and service parts. With BILSTEIN B1, we offer a broad range of accessories, which are perfectly adapted to our shock absorbers, for virtually any vehicle model in uncompromising original equipment manufacturer quality: support bearings, protective tubes and bump stops.

Product benefits at a glance:

- All parts are perfectly adapted to our BILSTEIN shock absorbers
- Broad support bearing range for virtually any type of car
- Original BILSTEIN service parts in high original manufacturer quality



BILSTEIN B2.

Simply good.

Our BILSTEIN B2 program offers everything for the simple and cost-effective OE replacement of oil dampers in tested original equipment manufacturer quality and is therefore ideally suited for value-based repair in case of normal vehicle use.

Product benefits at a glance:

- Only tested OE quality
- Favourably priced alternative at the highest level
- Technology transfer from series production



BILSTEIN B3.



Coil springs in a class of their own.

As a successful supplier of original equipment to renowned vehicle manufacturers, we know exactly what is required: uncompromising quality. And that maxim applies equally to our BILSTEIN B3 range of OE replacement coil springs.

Product benefits at a glance:

- Innovative technical designs such as pigtail ends, minibloc shapes and central force design.
- High-quality chrome vanadium or chrome silicon steel for an extremely high level of break resistance
- Hot setting after forming effectively prevents height losses
- Careful surface compression and coating for a long service life
- Uncompromising OE quality: spring design identical to series production
- Comprehensive product range with high market coverage and availability



BILSTEIN B3 air spring.

Perfection under pressure!

A perfect driving experience even under high load: provided by the constant counter-pressure of the bellows in the air spring. The BILSTEIN B3 air spring is the optimum OE replacement for vehicles in which air spring and shock absorber are not installed in one module but as separate units.

Product benefits at a glance:

- Excellent comfort and perfect driving characteristics
- Very quick adjustment to road and driving conditions
- Constant damping power under any load
- High power reserves for maximum safety



BILSTEIN B4.



Gas-pressure makes the difference!

Over 60 years ago, we developed the mono-tube gas-pressure shock absorber for series production. The BILSTEIN B4 is available for practically any model of passenger car – in both mono-tube and twin-tube shock absorber versions!

Product benefits at a glance:

- High power reserves for maximum safety
- Optimum driving experience as on day one
- High OE quality
- Constant damping power under any load
- High traction and precise handling thanks to BILSTEIN gas-pressure technology
- Comprehensive product range with high market coverage and availability



BILSTEIN B4 air suspension module.

Matchless.

In close cooperation with Mercedes-Benz, we developed the BILSTEIN B4 air suspension module for maximum driving comfort. The revolutionary design provides damping, suspension and level control in one single part. The BILSTEIN B4 air suspension module is available for active and passive systems and is therefore the ideal OE replacement part for a perfect driving experience as on day one.

Product benefits at a glance:

- 100% functionality as on day one
- 100% new parts for maximum stability and reliable safety
- 100% uncompromising OE quality
- 100% comfort
- Available for all air suspension systems – active and passive
- Individually fine-tuned in the BILSTEIN road test



TURNING THE ROAD YELLOW.



BILSTEIN B6.

Better than the original.

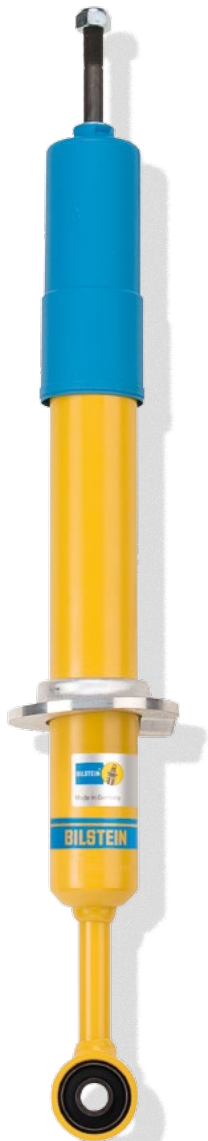
The ideal gas-pressure shock absorber for those who refuse to compromise, either on performance or on comfort, even when the pressure is on. Our yellow BILSTEIN B6 shock absorber delivers a better quality of OE replacement when the demands are high.

Product benefits at a glance:

- Higher power reserves and a longer service life even when pulling transporters and trailers or during frequent journeys with loads
- Optimum grip and enhanced lane stability in day to day and extreme situations
- Perceivably enhanced safety and performance without additional spring exchange (use of series spring possible)
- High traction and more precise handling thanks to BILSTEIN gas-pressure technology
- BILSTEIN mono-tube Upside-Down technology possible
- Individually fine-tuned in the BILSTEIN road test
- No TÜV registration required



BILSTEIN-TECHNOLOGY *tested on*
 NÜRBURGRING-NORDSCHLEIFE 



BILSTEIN B6 4600.

High performance when the road runs out.

Our BILSTEIN B6 4600 is the ideal gas-pressure shock absorber for all those who feel at home on and off the road. The precise adjustment reduces uncontrolled movement of high-bodied vehicles like SUVs and light trucks. The steering precision and the suspension's load carrying capacity are increased. That guarantees better control of your vehicle, safer handling and better traction.

Product benefits at a glance:

- Optimum grip and enhanced lane stability in day to day and extreme situations
- Higher power reserves and a longer service life even when pulling trailers or driving off-road
- Perceivably enhanced safety
- No spring change required (use of the series spring possible)
- BILSTEIN gas-pressure technology
- BILSTEIN mono-tube Upside-Down technology possible
- Individually fine-tuned in the BILSTEIN road test
- No TÜV registration required



WHEN THINGS GET ROUGH.



MODEL ATHLETE.



BILSTEIN B8.

Model athlete.

Our BILSTEIN B8 gas-pressure shock absorbers offer the perfect performance enhancement to go with the sporty look of lowering suspension kits. The specially shortened high-performance shocks guarantee the required spring tension for lowering springs and therefore support the sporting and dynamic driving experience.

Product benefits at a glance:

- For virtually any lowering spring sets and series production sport suspensions
- Perceivably enhanced safety and sportiness with additional spring change (lowering)
- Sporty approach with high level of comfort
- Precision handling and optimized vehicle control
- BILSTEIN gas-pressure technology
- BILSTEIN mono-tube Upside-Down technology possible
- Individually fine-tuned in the BILSTEIN road test



BILSTEIN-TECHNOLOGY *tested on*
NÜRBURGRING-NORDSCHLEIFE





BILSTEIN B8 5100.

Taking you to the next level.

The ideal shock absorber when you need more clearance and ultimate traction. Thanks to its longer design, the BILSTEIN B8 5100 perfectly fits lifting kits for SUVs and light trucks. Enjoy the perfect BILSTEIN driving experience, even off the road.

Product benefits at a glance:

- Higher power reserves and a longer service life even when pulling trailers or driving offroad
- Optimum grip and enhanced lane stability in day to day and extreme situations
- Perceivably enhanced safety
- Perfect in combination with lifting kits
- BILSTEIN gas-pressure technology
- BILSTEIN mono-tube Upside-Down technology possible
- Individually fine-tuned in the BILSTEIN road test
- Optional oil reservoir increases the performance and at the same time enhances cooling even under higher load



FOR THE OFFROAD.



**FOR THE LOVE
OF THE ROAD.**



BILSTEIN B12 Pro-Kit.

Four times stronger.

Our BILSTEIN B12 Pro-Kit allows cars to be lowered by up to 40mm. The kit has the perfect combination of sporting dynamics, impressive looks and load-bearing performance capacity. Making all of this possible are the precisely shortened BILSTEIN B8 high-performance shock absorbers. During BILSTEIN road-tests, these have been optimally matched to the EIBACH springs built into the suspension.

Product benefits at a glance:

- Precise response, excellent driving dynamics and high reserves of safety
- Smooth lowering up to 40 mm
- EIBACH Pro-Kit performance suspension spring with progressive characteristics
- Optimum, exact fine-tuning of spring and shock absorber in the BILSTEIN road test
- BILSTEIN gas-pressure technology
- BILSTEIN mono-tube Upside-Down technology possible
- German TÜV certificate
- Extensive product range



BILSTEIN B12 Sportline.



For road lovers.

Our BILSTEIN B12 Sportline suspension kit allows cars to be lowered by up to 50 mm and impressively combines all the benefits of high performance BILSTEIN B8 shock absorbers with sportily-taut EIBACH suspension springs. During BILSTEIN road-tests, these two components have been precisely aligned with each. The kit offers not just maximum in dynamic looks, but also plenty of performance reserves – even when you're right on the limit.

Product benefits at a glance:

- Direct response, favourable dynamic driving and a sporty look
- Smooth lowering up to 50 mm
- EIBACH Sportline Performance Sport suspension springs with progressive characteristics
- Optimum, exact fine-tuning of spring and shock absorber in the BILSTEIN road test
- BILSTEIN gas-pressure technology
- BILSTEIN mono-tube Upside-Down technology possible
- German TÜV certificate
- Extensive product range



BILSTEIN B14.

Get closer to the road.

Now you can get so close to the road you can practically smell the asphalt. Road-tested under BILSTEIN motorsport conditions, each component is individually aligned, meaning the BILSTEIN B14 coilover suspension kit offers a thrilling performance on the road. With lowering of approx. 30 to 50mm at front and rear it gives you maximum flexibility and individuality.

Product benefits at a glance:

- Threaded body adjustable range of up to 20 mm in situ at both axles
- Lowering of approx. 30 to 50 mm at front and rear
- Road-tested by BILSTEIN under motor sports conditions and fine-tuned
- Surface coating using Triple-C-Technology® for long-lasting corrosion resistance
- Quality sport springs made from highly durable material
- BILSTEIN gas-pressure technology
- BILSTEIN mono-tube Upside-Down technology possible
- German TÜV certificate



BILSTEIN-TECHNOLOGY *tested on*
NÜRBURGRING-NORDSCHLEIFE



**IT'S ALL ABOUT
THE SETTING.**



BILSTEIN B16.

Focussed on the individual challenge.

Our BILSTEIN B16 coilover suspension kit offers a mechanical parallel setting of the rebound and bump level, that clicks into place at any of ten clearly accessible position settings. The simple setting of the damping force gives you the ultimate degree of individuality.

Product benefits at a glance:

- Simple damping power adjustment
- Threaded body adjustable range in situ at both axles
- Lowering of approx. 30 to 50 mm at front and rear
- Robust lightweight design with disc springs and lock nuts made of a special aluminium alloy
- Surface coating using Triple-C-Technology® for long-lasting corrosion resistance
- Robust round thread for easy handling
- Quality sport springs made of highly durable material for a reliable and long service life
- BILSTEIN gas-pressure technology
- BILSTEIN mono-tube Upside-Down technology possible
- German TÜV certificate



BILSTEIN-TECHNOLOGY tested on
NÜRBURGRING-NORDSCHLEIFE



CLUBSPORT

approved by Walter Röhrl

Walter Röhrl

**WE LOVE
CURVES.**

BILSTEIN Clubsport.

Out of love for motor sports and for the road.

The BILSTEIN Clubsport suspension kit takes our motorsport know-how and transfers it 1:1 to the open road. A high-end German TÜV-approved coilover suspension system and the high-performance BILSTEIN mono-tube technology meet the most exacting of demands.

Product benefits at a glance:

- Separate configuration of rebound and bump
- 100 setting variations that can be experienced and manually selected with tangible differences
- Aluminium adjusters with clearly visible and easy-to-read scale from 1 (soft) to 10 (hard)
- Positive engagement and colour-coding: Red for rebound, blue for bump
- Simple set-up changes in situ without additional tools
- Camber adjustment with aluminium uniball support bearings for optimum cornering stability
- Weight and installation space advantages thanks to integrated reservoir
- Extremely resilient design with quality sport springs made of high-strength material and disc springs and lock nuts made of a special aluminium alloy
- Highest force closure by BILSTEIN mono-tube gas-pressure technology from the field of motor sports: “Made in Germany”
- Basis for further customisation for use in racing
- German TÜV certificate



BILSTEIN-TECHNOLOGY *tested on*
NÜRBURGRING-NORDSCHLEIFE 



**THE ULTIMATE
IN HIGH
PERFORMANCE.**

BILSTEIN motor sports suspensions.

We are driven by success.

The optimum transmission of force to the track – this is the maxim of motorsport. Maximum grip and control is what turns racing drivers into winners. BILSTEIN MDS, with its separate adjustment of bump and rebound, offers the maximum degree of individuality – and can even be manufactured to the customer's precise requirements.

Product benefits at a glance:

- High-performance 2-way adjustment
- 100 setting variations that can be experienced and manually selected with tangible differences
- Aluminium adjusters with clearly visible and easy-to-read scale from 1 (soft) to 10 (hard)
- Positive engagement and colour-coding: Red for rebound, blue for bump
- Simple set-up changes in situ without additional tools
- Extremely lightweight design with low base friction: Shock absorber tube and all attachment parts made of aluminium
- Simple clip system for quick spring exchange
- Easy removal and installation of the adjustment head



BILSTEIN-TECHNOLOGY *tested on*
NÜRBURGRING-NORDSCHLEIFE





BILSTEIN-TRIBÜNE 4
BILSTEIN

DESIGN GUIDELINE.



A legendary performance.

BILSTEIN is unique. Not only because of the people who characterise our company and enthusiastically give their best every day. It is not only our experience and tradition in original equipment manufacture, OE replacement, tuning or motor sports. It is also our legendary visual brand presence. The BILSTEIN blue and yellow is unique and inseparably connected to our brand – on the race track as well as in the daily competition: We show our colours with pride. Our logo has conveyed our values and traditions for decades and has remained virtually unchanged.

Better than the original.

To stay competitive in the future, we have reworked our visual presentation. The new corporate design is supposed to help us advertise our brand values more efficiently: strong and confident but still likeable! Our logo and our colours will shine even more brightly. New, dynamic design elements will enable you to show our enthusiasm in detail.

On the following pages, we will present our new visual appearance. You will find simple rules and helpful instructions which are important for the design of our media. Please familiarise yourself with the information and implement it at all times. You can download the BILSTEIN corporate design elements such as logo, brand statement, racing stripes, templates or graphical material from the BILSTEIN media database for free. Visit the database on the internet at bilstein.bmbd.de

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Basic elements.

The BILSTEIN word logo.

Our word logo is the most important element of our corporate design. It consists of the “BILSTEIN” lettering on blue background and a stylised drawing of a shock absorber inside a yellow circle. Eye-catching and unique in its colouring, the logo with a long tradition is a recognition feature of the BILSTEIN brand and a quality seal for our products.



Please exclusively use this word logo except if it contradicts the rules of this manual or is not possible for productional reasons.



Basic elements.

Alternative logo applications.

If the use of the word logo is not possible for technical reasons or does not comply with the guidelines of this manual, the following alternative logo types can be used:

Plain-coloured BILSTEIN word logo



BILSTEIN letter logo

BILSTEIN®

BILSTEIN®

BILSTEIN®

BILSTEIN®

BILSTEIN letter logo combined with the word logo



Basic elements.

Exceptions.

As an exception, the BILSTEIN word logo is not used in the following company divisions:

The BILSTEIN classic word logo

The classic logo is characterised by the original shock absorber illustration with the addition “gas-pressure shock absorber” (in German: “Gasdruck Stoßdämpfer”).



Classic word logo international.



Classic word logo German.

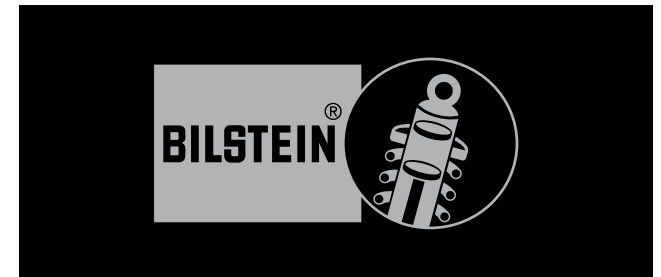


The use of the Classic logo is restricted to the authentic labelling of classic vehicles!

Any communication in the Classic division will continue to use the BILSTEIN word logo.

The BILSTEIN Clubsport word logo

The Clubsport logo in grey on black background may only be used for the Clubsport product category!



Use in the Clubsport product segment, negative grey (CMYK: 0/0/0/40) on black

Basic elements.

Logo protection zone.

As a visual representative of the entire company, the logo and the BILSTEIN word logo have a defined protection zone in which no other graphical elements or texts may appear.

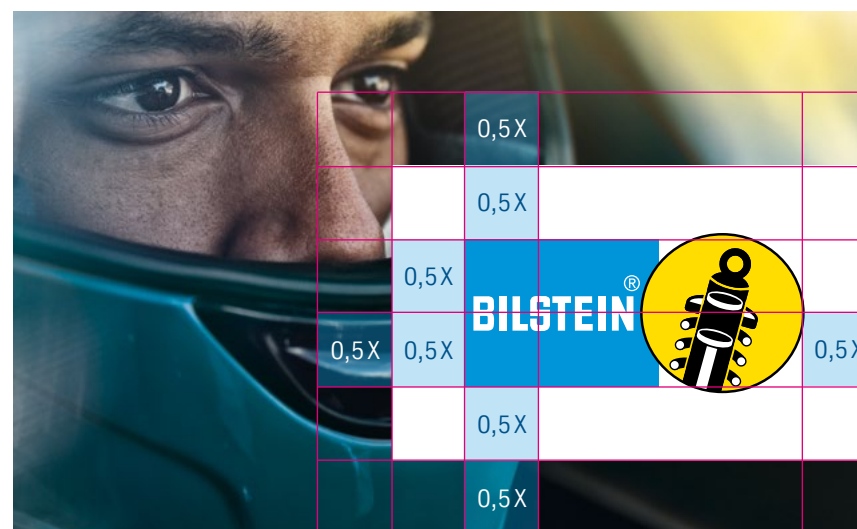
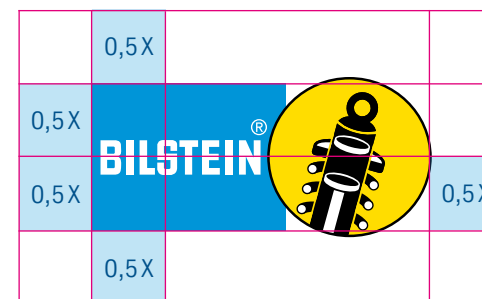
The protection zone around the logo corresponds to half the logo height (X = logo height = height of the blue rectangle with BILSTEIN lettering)

If the logo is used on a white area, the protection zone is added to this area. The size of this container corresponds to the original protection zone of the logo.



For photographic reasons or on backgrounds in BILSTEIN blue, the word logo is placed on a white area, the so-called container, and positioned in the format bleed.

(X = logo height = height of the blue rectangle with BILSTEIN lettering)



Protection zone for use of the logo using a white container in the bleed.

Basic elements.

Logo backgrounds.

Only the colours white and ThyssenKrupp blue are permitted as background colours for the BILSTEIN word logo. Use a white container if required for photographic reasons or if the background is BILSTEIN blue.



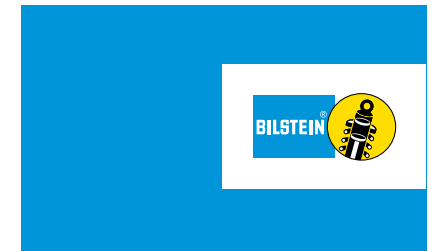
White background



ThyssenKrupp blue background



Photographical background with container



BILSTEIN blue background with container



Not permitted: background is not a branded colour.



Not permitted: photographic background without container.



Not permitted: background in BILSTEIN yellow



As an exception, the use of BILSTEIN yellow as background colour may be permitted for motor sports car wrapping.

Basic elements.

The brand colours.

We focus on the traditional BILSTEIN brand colours of blue and yellow! Exclusively use the colours indicated on this page for the design of our communication media.

Primary colours



BILSTEIN blue

CMYK: 100/10/0/0
Pantone: Process Cyan
HKS: 47
RGB: 0/148/216
RAL: 5015



BILSTEIN yellow

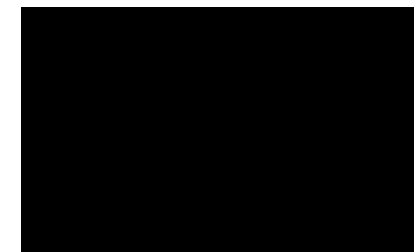
CMYK: 0/10/100/0
Pantone: 109
HKS: 3
RGB: 255/220/0
RAL: 1018

Accent colours



ThyssenKrupp blue

CMYK: 100/51/0/31
Pantone: 541
RGB: 1/79/137
RAL: 5010



Black

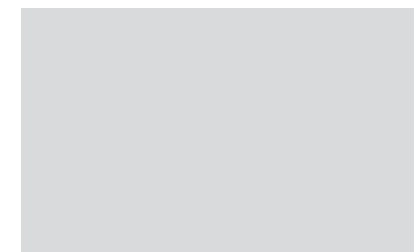
CMYK: 0/0/0/100
Pantone: Process black
RGB: 0/0/0
RAL: 9005

Colours for use in the literature



BILSTEIN text

CMYK: 0/0/0/85
Pantone: Cool Gray 11
RGB: 75/75/75



Grey

CMYK: 0/0/0/20
Pantone: Cool Gray 2
RGB: 220/220/220

Basic elements.

Fonts.

We want to present ourselves in a likeable and self-confident fashion. Our headline typography should convey that – this is why we use “Prenton”, a distinctly strong but also elegant display font. It is the perfect contrast to the rational “TK Type” font that we use for all other purposes.

Headlines

Prenton Ultra Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÖÜ
abcdefghijklmnopqrstuvwxyz äöü
1234567890 (!\$%&?)



The larger “Prenton” is used the better! This is why it is important to use short, confident headlines with maximum font size, especially for adverts.

“Prenton” is very narrow. Adapt the letter spacing to your type size (“half font size = positive letter spacing” can be used as a guideline for Adobe InDesign).

Sublines and copy texts

TK Type Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÖÜ
abcdefghijklmnopqrstuvwxyz äöü
1234567890 (!\$%&?)

TK Type Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÖÜ
abcdefghijklmnopqrstuvwxyz äöü
1234567890 (!\$%&?)



If you need to use international character sets (e.g. Cyrillic, Greek), use the font “Impact” or „Arial“ for headlines and “Arial” for everything else.

Basic elements.

Writing style.

BILSTEIN is more than a family name. The word is representative for the entire company, its products, unique technologies and all the people who live for this brand every day. This is why we use two different writing styles:

- BILSTEIN is always written in capital letters – except in the context of the umbrella brand ThyssenKrupp
- An optional subline which is used as required is assigned to each technology and each product

ThyssenKrupp Bilstein GmbH

BILSTEIN road test.

Theoretically good is not good enough for us.

BILSTEIN B6.

Better than the original.



For all other language versions, the rules and guidelines of the relevant national language apply.

Basic elements.

Typographical specification.

The following recommendations are intended to help us achieve a uniform and clear type face in all our documents.

Punctuation

Headlines and sublines are always written with punctuation.

Lists

Lists with bullet points do not have punctuation

- **just a list**

Derivations

No spaces are used with derivations involving numbers.

the 90s

Quotation marks

Quotation marks (“66-99”) are used to mark direct speech/quotes.

“Always exchange all springs and shock absorbers on one axle!”

Abbreviations

Have a fixed space

e.g., i.a.

Numbers and units

Amounts are separated by a comma into groups of three figures. A thin space is put between the unit and the number. With paragraphs, no space is put between the number and the letter.

1,203.00€, 50%, § 40a

Ampersand (&)

The ampersand is used with company names and groups of subjects.

Smith & Jones

Currency

The currency symbol is used within copy and tables of amounts. In table headings, the currency symbol (euros) is written in full. The currency symbol is only used with figures (€ 1,000.-). If figures are written in full, the currency is also written in full (one thousand euros).

€ 3,310.00, two hundred euros

Paging

Only applies to literature with more than five pages.

Mandatory text

Subject to technical modifications, misprints and errors excepted.

Address

ThyssenKrupp Bilstein GmbH

Milsper Straße 214, 58256 Ennepetal, Germany

Postfach 11 51, 58240 Ennepetal, Germany

☎ +49 2333 791-0

☎ +49 2333 791-4400

✉ info@bilstein.de

www.bilstein.de

Basic elements.

DRIVE THE LEGEND.

Our brand statement “**DRIVE THE LEGEND.**” is the emotional and inviting manifestation of our brand essence. The brand statement should not be understood as fixed brand claim but as a graphical stylistic device that can emotionally charge your communication media.

There are defined rules for the positioning in adverts and literature titles. You can, however, use many design variations on the inside pages of the literature, on images or on POP material, e.g.:

- rotation
- transparency
- positioning in the bleed

DRIVE THE LEGEND.

DRIVE THE LEGEND.

DRIVE THE LEGEND.

DRIVE THE LEGEND.

Possible colour combinations



Use as design element in images

DRIVE THE LEGEND.

Use in the
racing stripes



The brand statement is not to be understood as brand claim and must therefore be strictly separated from the logo!

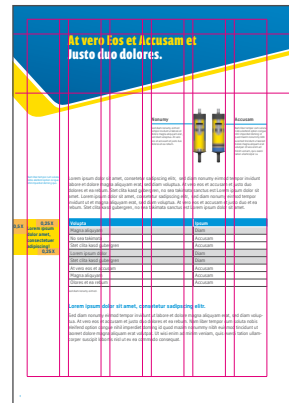
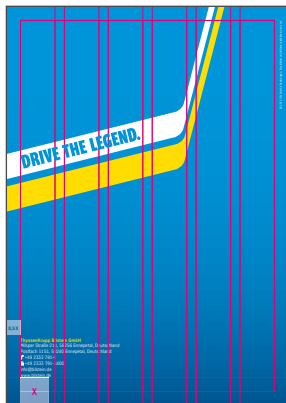
Basic elements.

Racing stripes.

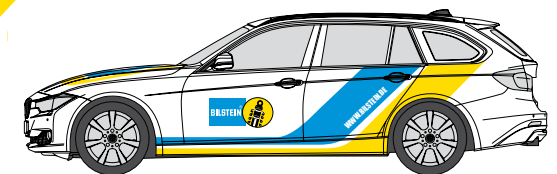
Our **racing stripes** are a design element that visually expresses the motorsports connection of the brand. They are a pair of differently coloured stripes which change their direction at one point. The tapering of both stripes creates a three-dimensional impression of movement.

The racing stripes are an important optical identifying feature of our race cars and promotional vehicles. Use the racing stripes as creative accent in the literature, on vehicles, promotional merchandise or POP material.

On dark backgrounds, you can also create a negative image variation by using white instead of blue.



Examples for the use on promotional vehicles



Basic elements.

Imagery.

Successful communication does not only rely on words: the text delivers the information you memorise but the image captures your imagination and creates emotions. The BILSTEIN imagery must therefore be as unique as the brand itself. As distinctive as our logo, our images will also ensure a strong recognition effect and make us stand out from our competitors.

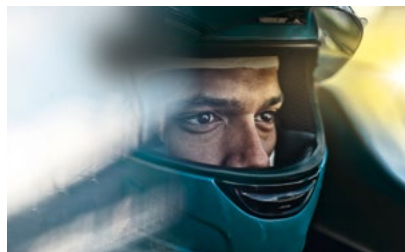
The colours blue and yellow will infuse our pictorial worlds as the “BILSTEIN spirit”. As complementary colours they are sure to attract attention and create an exciting picture atmosphere. The colour design should, however, always stay reasonable: While the darker areas of the pictures get blue shades, the colour yellow comes into the picture as bright source of light – mostly in the form of sunbeams. Try to position the light source near the product image to backlight it!



Basic elements.

Imagery.

We only show actual persons or vehicles if we refer to real motorsports vehicles, employees or testimonials. We try to avoid common people photography in our advertising. Instead, we clearly focus on the environment of our products: challenging streets, race tracks, fantastic bends. Always choose an exciting perspective and an environment that reflects the driving experience.



Always keep the commitment to quality of the BILSTEIN brand in mind – also when producing artwork!

Do not use common people photography. Focus on feelings and atmosphere.

Motorsport often provides great motifs. Avoid a “press photo look” and search for unusual perspectives.

Try to avoid showing actual vehicles or places and leave room for interpretation.



BILSTEIN

DRIVE
THE
LEGEND.

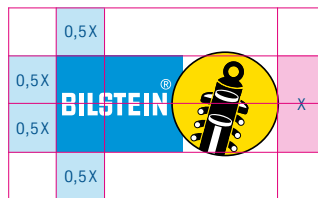
ADVERTS.

Adverts.

Grid 1/1 advert DIN A4 210x297 mm.

1 Define the advert grid in few steps.

Determine the size of the logo: **Take 10% of the shorter page length** as height for the blue rectangle with BILSTEIN lettering



$X = 10\%$ of the shorter edge length

A large part of the advert grid is based on the value X.

2 Determine the print space.

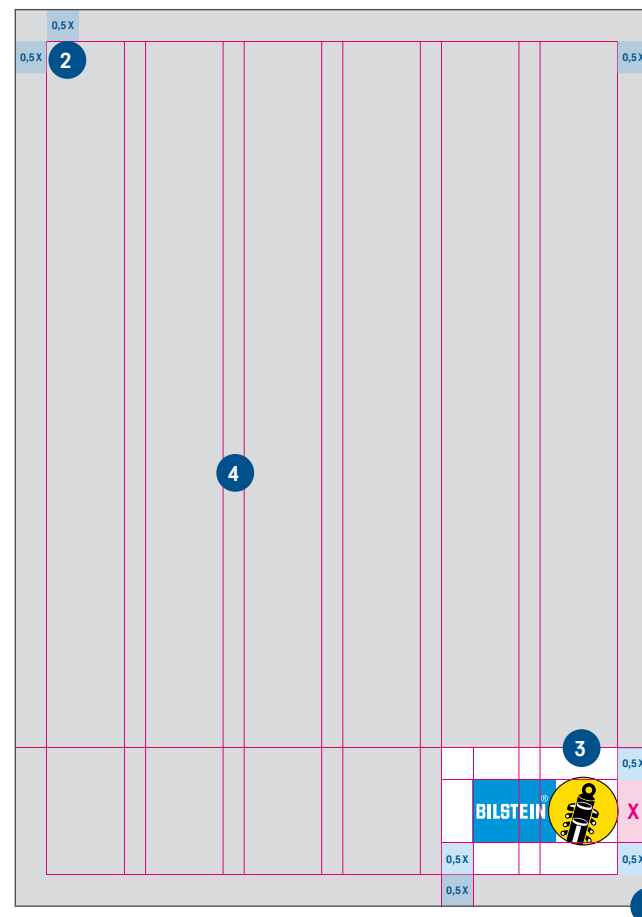
Half of the value X is the gap width at all sides.

3 Position the logo.

Place the bottom of the logo container at the tail edge and its right-hand side in the bleed. The yellow circle of the logo should now finish at the right side of the print space.

4 Create the column grid.

An advert in portrait format has 6 columns. Select the column distance so that the logo container covers both columns at the right side and the fore edge.



Adverts in portrait format with similar proportions should be based on this sample.

Example: Letter and legal format
use the same grid due to its identical page width of 216 mm:

$X = 21.6$ mm
Height of logo container: 43.2 mm
Width of logo container: 70.9 mm
Gap width: 10.8 mm
Number of columns: 6
Column distance: 7 mm

Example grid for 1/1 advert 210 x 297 mm

Gap width: 10.5 mm
Height of logo container: 42 mm
Width of logo container: 69 mm
Number of columns: 6
Column distance: 7 mm

Adverts.

- 1 **Keep a distance of 0.75 X to the left format edge**
(15.75 mm in this example)
- 2 **Intro line**
Font: TK Type Bold
Colour: BILSTEIN yellow
Font size: 8 pt
Line spacing: 10 pt
Spacing after: half line
Case: upper and lower
Alignment: left-aligned
- 3 **Copy text box**
Colour: BILSTEIN blue
Width: 3 - 4 columns
Height: maximum logo height
Inner distance to text: 0.25 X (5.25 mm in this example)
- 4 **Copy text**
Font: TK Type Regular
Colour: White
Font size: 8 pt
Line spacing: 10 pt
Case: upper and lower
Alignment: full justification, last line left-aligned
- 5 **URL**
See intro line,
Colour: BILSTEIN blue or BILSTEIN yellow, depending on readability
Alignment: vertically centred at the tail edge



- 6 **Yellow stripe and brand statement**
The yellow stripe may bear the brand statement “DRIVE THE LEGEND.”, has a height of 0.5 X and is as wide as the logo container. Together with it, it forms a bracket.

In this case, the brand statement has a height of 0.2 X (4.2 mm in this example) and is right-aligned at the column edge, vertically positioned in the centre

- 7 **Headline**
Font: Prenton Ultra Bold Condensed
Font size: any, at least 30 pt
Spacing: 80 % of the font size (100 % if required, e.g. due to vowel mutation)
Case: upper-case
Alignment: left-aligned
Colours: BILSTEIN blue or BILSTEIN yellow, depending on the contrast to the image. You can highlight individual lines in colour (ThyssenKrupp blue or white), e.g.:



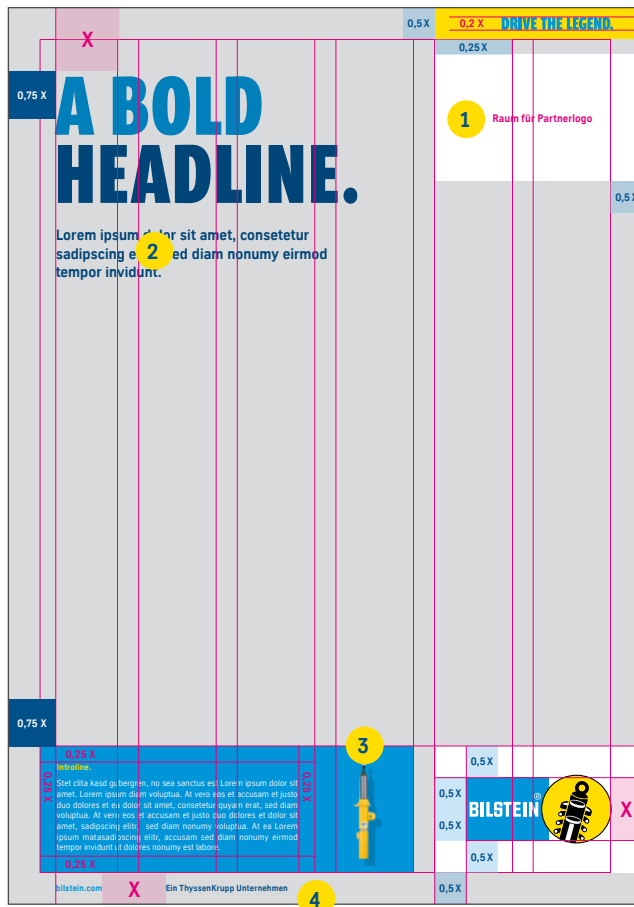
The headline is left-aligned at a distance of 0.75 X to the format edge. Position it vertically in the format. Choose a short headline and a large font size.

- 8 You have the possibility to insert a large product image. Here, the product is isolated and positioned in the centre between brand statement and logo. Do not use a shadow.

! Do not use cast shadows if the product is positioned on a photographic background.

Adverts.

Advert grid DIN A4 210x297 mm.



1 Space for a partner logo

2 Optional subline

Font: TK Type Bold
 Colour: BILSTEIN yellow or ThyssenKrupp blue depending on the colour combination you selected for the headline
 Font size: 14 pt
 Line spacing: 17.5 pt
 Case: upper and lower
 Alignment: left-aligned
 Distance to headline: 1 space line

3 If you use the copy text box across 4 columns, you have the possibility to include 1-3 product images. The copy text still runs across the width of 3 columns.

Use a hard, sunny cast shadow for the products:

Colour: 0/0/0/100
 Transparency mode: multiply
 Transparency: 25%
 Distance: 3 mm
 Size: 0.3 mm
 Angle: 135°

4 Optional group context "A ThyssenKrupp company"

Font: TK Type Bold
 Colour: ThyssenKrupp blue or white
 Font size: 8 pt
 Case: upper and lower
 Distance to URL: 1 X
 Alignment: vertically centred at the tail edge

Adverts.

Application examples: 1/1 advert 210x297 mm.

DRIVE THE LEGEND.

OE REPLACEMENT? USE BILSTEIN!

BILSTEIN B4.
Gas pressure makes the difference. Over 60 years ago, we developed the mono-tube gas-pressure shock absorber for series production. The BILSTEIN B4 is now available for practically any model of passenger car – in both mono-tube and twin-tube shock absorber versions!

bilstein.com

DRIVE THE LEGEND.

TURNING THE ROAD YELLOW.

BILSTEIN B6.
Better than the original. The ideal gas-pressure shock absorber for those who refuse to compromise, either on performance or on comfort, even when the pressure is on. Our yellow BILSTEIN B6 shock absorber delivers a better quality of OE replacement when the demands are high.

bilstein.com

DRIVE THE LEGEND.

DRIVEWAY BECOMES PIT LANE.

BILSTEIN B16 ridecontrol®.
It simply couldn't be easier. Enjoying the perfect driving experience, getting the most out of every curve – the personal demands for a suspension system can differ immensely. BILSTEIN B16 ridecontrol® is a byword for individuality. The system provides an easy way to reconfigure suspension settings, simply by pushing a button on the dashboard. By activating "Sport" mode, you get excellent driving dynamics from a standing start and maximum high-performance reserves, even when you're right on the limit.

bilstein.com

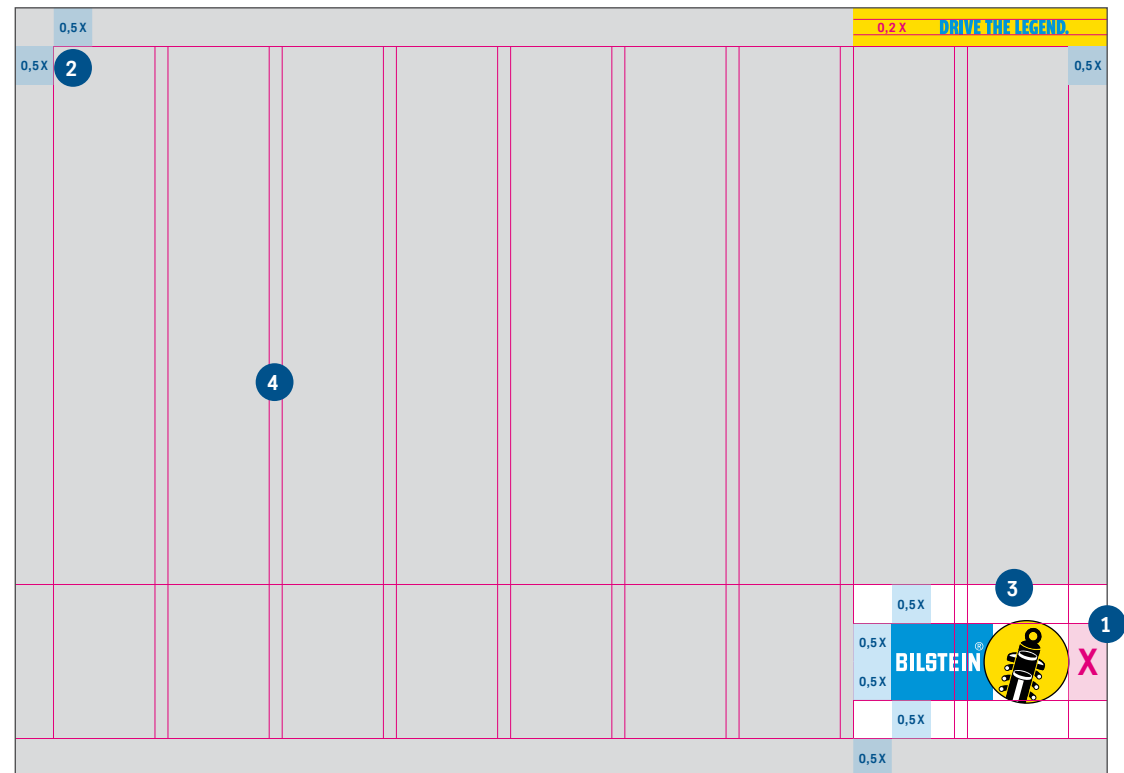
Adverts.

! Adverts in landscape format with similar proportions should be based on this sample.

Grid for 1/2 advert DIN A4 210 x 148 mm.

- 1 Define the advert grid in few steps.**
 Determine the size of the logo: **Take 10% of the shorter page length** as height for the blue rectangle with BILSTEIN lettering
- 2 Determine the print space.**
 Half of the value X is the gap width at all sides.
- 3 Position the logo.**
 Place the bottom of the logo container at the tail edge and its right-hand side in the bleed. The yellow circle of the logo should now finish at the right side of the print space.
- 4 Create the column grid.**
 An advert in landscape format has 9 columns. Select the column distance so that the logo container covers both columns at the right side and the fore edge.

**Example grid for 1/2 advert
 210 x 148 mm**
 Gap width: 7.4 mm
 Height of logo container: 29.6 mm
 Width of logo container: 48.8 mm
 Number of columns: 9
 Column distance: 2.5 mm



Adverts.

- 1** Keep a distance of 0.75 X to the left format edge (11.1 mm in this example)

- 2** **Intro line**
 Font: TK Type Bold
 Colour: BILSTEIN yellow
 Font size: 8 pt
 Line spacing: 10 pt
 Spacing after: half line
 Case: upper and lower
 Alignment: left-aligned

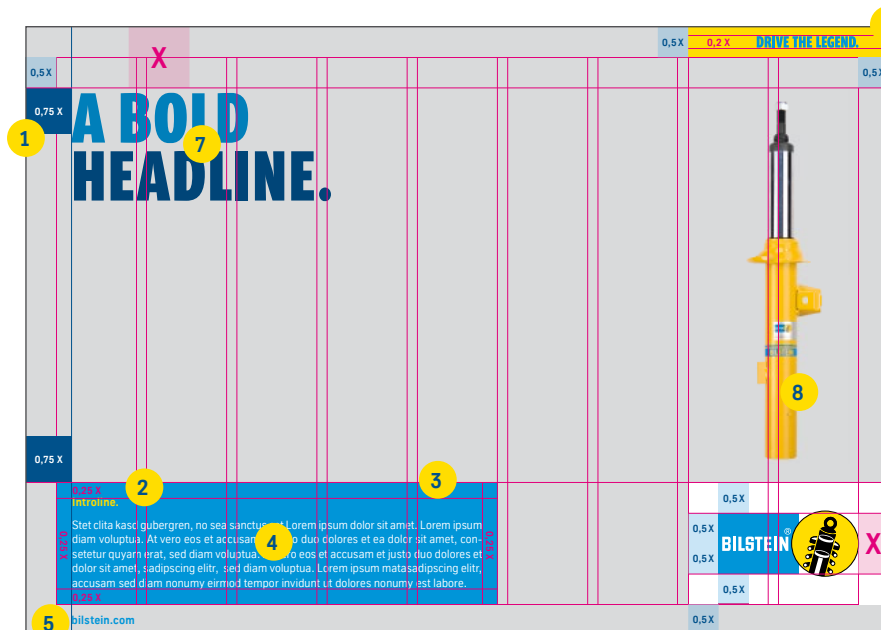
- 3** **Copy text box**
 Colour: BILSTEIN blue
 Width: 5 - 7 columns
 Height: maximum logo height
 Inner distance to text: 0.25 X (3.7 mm in this example)

- 4** **Copy text**
 Font: TK Type Regular
 Colour: White
 Font size: 8 pt
 Line spacing: 10 pt
 Case: upper and lower
 Alignment: full justification, last line left-aligned

- 5** **URL**
 See intro line,
 Colour: BILSTEIN blue or BILSTEIN yellow, depending on readability

- 6** **Yellow stripe and brand statement**
 The yellow stripe may bear the brand statement "DRIVE THE LEGEND." It has a height of 0.5 X and is as wide as the logo container. Together with it, it forms a bracket.

In this case, the brand statement has a height of 0.2 X (4.2 mm in this example) and is right-aligned at the column edge, vertically positioned in the centre.



- !** Do not use cast shadows if the product is positioned on a photographic background.

- 7** **Headline**
 Font: Prenton Ultra Bold Condensed
 Font size: any, at least 30 pt.
 Spacing: 80% of the font size (100% if required, e.g. due to vowel mutation)
 Case: upper-case
 Alignment: left-aligned
 Colours: BILSTEIN blue or BILSTEIN yellow, depending on the contrast to the image. You can highlight individual lines in colour (ThyssenKrupp blue or white), e.g.:

THIS IS
A BOLD
HEADLINE.

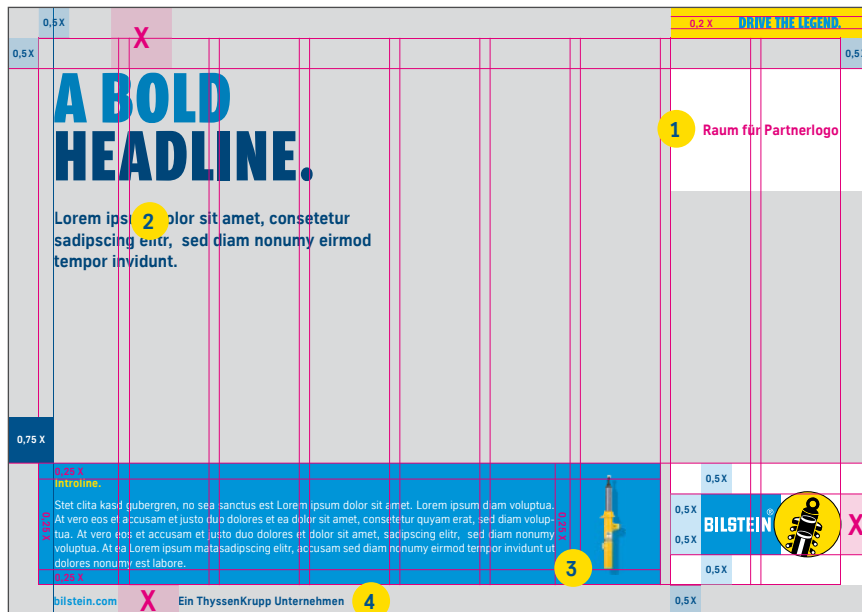
THIS IS
A BOLD
HEADLINE.

The headline is left-aligned at a distance of 0.75 X to the format edge. Position it vertically in the format. Choose a short headline and a large font size.

- 8** You have the possibility to include a large **product image**. Here, the product is isolated and positioned at the centre between brand statement and logo. Do not use a shadow.

Adverts.

Advert grid DIN A4 210x 148 mm.



- 1 **Space for a partner logo**
 - 2 **Optional subline**
 Font: TK Type Bold
 Colour: BILSTEIN yellow or ThyssenKrupp blue depending on the colour combination you selected for the headline
 Font size: 12 pt
 Line spacing: 15 pt
 Case: upper and lower
 Alignment: left-aligned
 Distance to headline: 1 space line
 - 3 If you use the copy text box across 7 columns, you have the possibility to include **1-3 product images**. The copy text still runs across the width of 5 columns.
 - 4 **Optional group context "A ThyssenKrupp company"**
 Font: TK Type Bold
 Colour: ThyssenKrupp blue or white
 Font size: 8 pt
 Case: upper and lower
 Distance to URL: 1 X
 Alignment: vertically centred at the tail edge
- Use a hard, sunny cast shadow for the products:**
 Colour: 0/0/0/100
 Transparency mode: multiply
 Transparency: 25 %
 Distance: 3 mm
 Size: 0.3 mm
 Angle: 135°

Adverts.

Application examples: 1/2 advert 210 x 148 mm.

DRIVE THE LEGEND.

OE REPLACEMENT? USE BILSTEIN!

BILSTEIN B4
Gas pressure makes the difference. Over 80 years ago, we developed the mono-tube gas-pressure shock absorber for series production. The BILSTEIN B4 is now available for practically any model of passenger car – in both mono-tube and twin-tube shock absorber versions!

BILSTEIN

bilstein.com

DRIVE THE LEGEND.

TURNING THE ROAD YELLOW.

BILSTEIN B6
Better than the original. The ideal gas-pressure shock absorber for those who refuse to compromise, either on performance or on comfort, even when the pressure is on. Our yellow BILSTEIN B6 shock absorber delivers a better quality of OE replacement when the demands are high.

BILSTEIN

bilstein.com

DRIVE THE LEGEND.

DRIVEWAY BECOMES PIT LANE.

BILSTEIN B16 ridecontrol™
Rumpy couldn't be easier. Enjoying the perfect driving experience, getting the most out of every curve – the personal demands for a suspension system can differ immensely. BILSTEIN B16 ridecontrol™ is a keyword for individuality. The system provides an easy way to reconfigure suspension settings, simply by pushing a button on the dashboard. By activating "Sport" mode, you get excellent driving dynamics from a standing start and maximum high-performance reserves, even when you're right on the limit.

BILSTEIN

bilstein.com

Adverts.

Grid for column adverts.

1 Define the advert grid in few steps.

For extreme portrait formats such as column adverts, the logo container is placed across half of the page width. As usual, the logo container is twice as high as the logo (logo height = height of the blue rectangle with BILSTEIN lettering)

2 Determine the print space.

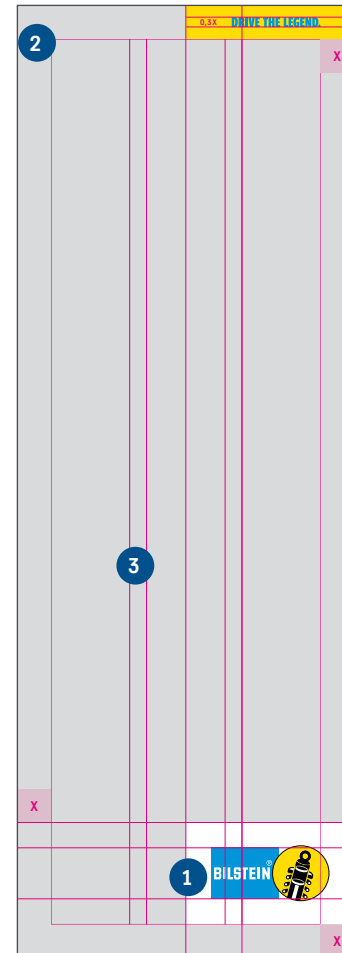
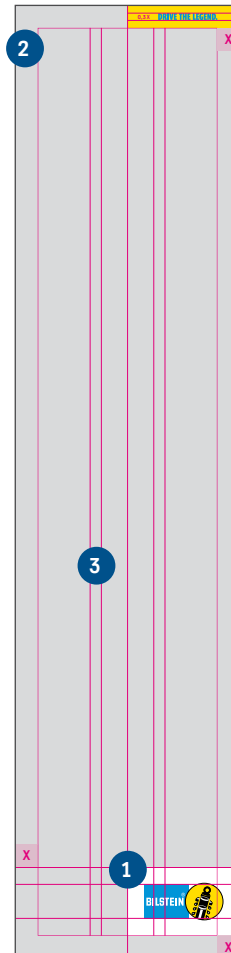
$X = 10\%$ of the shorter edge length. The value X determines the gap width at all sides.

3 Create the column grid.

An advert in portrait format has 3 columns.
The column distance is $0.5 X$

Example grid for 1/3 advert 70x297 mm

Gap width: 7 mm
Height of logo container: 21.3 mm
Width of logo container: 35 mm
Number of columns: 3
Column distance: 3.5 mm



! Adverts with similarly extreme aspect ratio should be based on this sample.

Example grid for 2/3 advert 105x297 mm

Gap width: 10.5 mm
Height of logo container: 32 mm
Width of logo container: 52.5 mm
Number of columns: 3
Column distance: 5.25 mm

Adverts.

1 Headline

Font: Prenton Ultra Bold Condensed
 Font size: any, at least 30 pt.
 Spacing: 80% of the font size (100% if required, e.g. due to vowel mutation)
 Case: upper-case
 Alignment: left-aligned
 Colours: BILSTEIN blue or BILSTEIN yellow, depending on the contrast to the image. You can highlight individual lines in colour (ThyssenKrupp blue or white), e.g.:



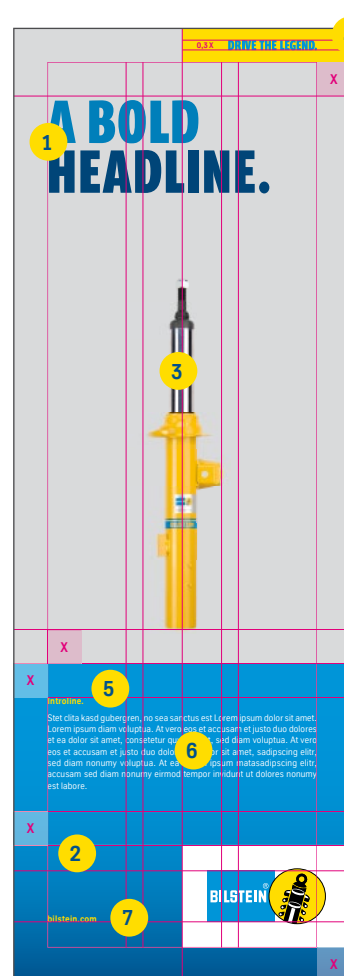
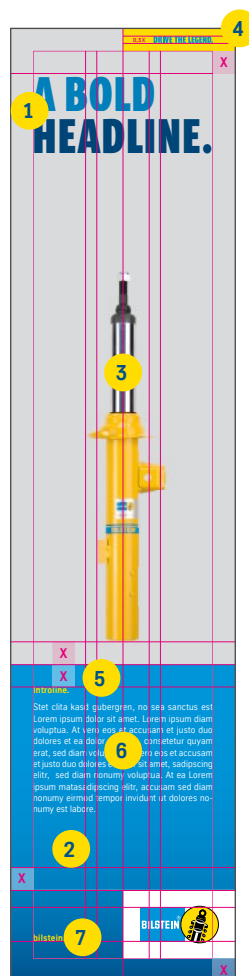
The headline is left-aligned. Position it vertically anywhere in the print space but keep a distance of 1 X to all other elements. Choose a short headline and a large font size.

2 Copy text box.

In column adverts, the copy text box provides space for elements such as logo, copy text, product image (small) or URL.

Size: 1 third of the format height
 Colour: Colour gradient from BILSTEIN blue (top) to ThyssenKrupp blue (bottom), gradient centre at 80%

3 You have the possibility to insert a large **product image**. The product is isolated and horizontally centred. Do not use any shadow and keep a distance of at least 1 X to the headline and to the copy text box.



! For column adverts, the layout is divided vertically in 2/3 image and headline area and 1/3 copy text box

4 Yellow stripe and brand statement

The yellow stripe may carry the brand statement “DRIVE THE LEGEND.”, has a height of 1 X and is as wide as the logo container. Together with it, it forms a bracket.

In this case, the brand statement has a height of 0.3 X and is right-aligned at the column edge, vertically positioned in the centre

5 Intro line

Font: TK Type Bold
 Colour: BILSTEIN yellow
 Font size: 8 pt
 Line spacing: 10 pt
 Spacing after: half line
 Case: upper and lower
 Alignment: left-aligned

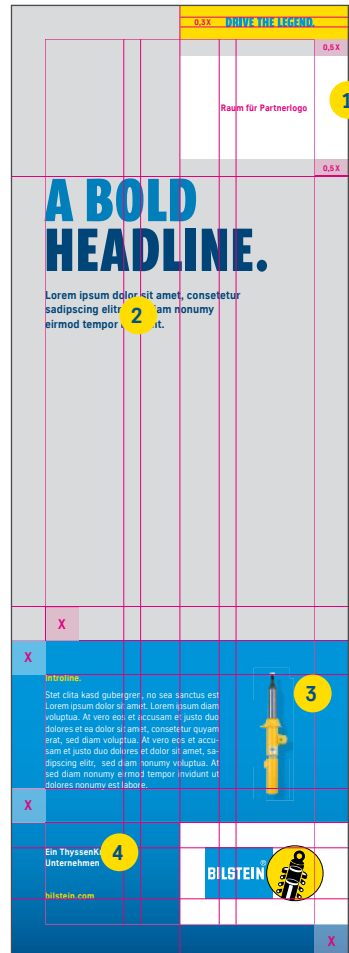
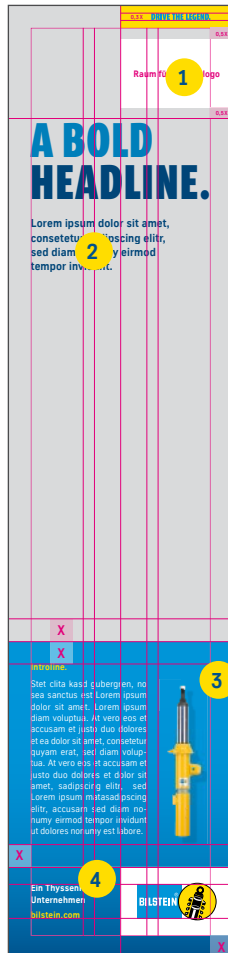
6 Copy text

Font: TK Type Regular
 Colour: White
 Font size: 8 pt
 Line spacing: 10 pt
 Case: upper and lower
 Alignment: full justification, last line left-aligned
 Distance to image area and logo container: 1 X

7 URL

See intro line,
 Colour: BILSTEIN yellow
 Alignment: left-aligned (base line = bottom edge of logo)

Adverts.



- 1 **Space for a partner logo**
- 2 **Optional subline**
 Font: TK Type Bold
 Colour: BILSTEIN yellow or ThyssenKrupp blue depending on the colour combination you selected for the headline
 Font size: 10 pt
 Line spacing: 12.5 pt
 Case: upper and lower
 Alignment: left-aligned
 Distance to headline: 1 space line
- 3 Here, you include **1-3 product images**.
 The copy text only runs across 2 of the 3 columns.

Use a hard, sunny cast shadow for the products:

- Colour: 0/0/0/100
- Transparency mode: multiply
- Transparency: 25%
- Distance: 3 mm
- Size: 0.3 mm
- Angle: 135°

- 4 **Optional group context "A ThyssenKrupp company"**
 Font: TK Type Bold
 Colour: White
 Font size: 8 pt
 Case: upper and lower
 Alignment: left-aligned, double-spaced
 (upper length = upper edge of logo)

Adverts.

Application examples: 1/3 advert 70 x 297 mm.

Application examples: 2/3 advert 105 x 297 mm.

DRIVE THE LEGEND.

**OE REPLACEMENT?
USE BILSTEIN!**

BILSTEIN B4.
Gas pressure makes the difference. Over 60 years ago, we developed the mono-tube gas-pressure shock absorber for series production. The BILSTEIN B4 is now available for practically any model of passenger car – in both mono-tube and twin-tube shock absorber versions!

bilstein.com

DRIVE THE LEGEND.

**TURNING
THE
ROAD
YELLOW.**

BILSTEIN B6.
Better than the original. The ideal gas-pressure shock absorber for those who refuse to compromise, either on performance or on comfort, even when the pressure is on. Our yellow BILSTEIN B6 shock absorber delivers a better quality of OE replacement when the demands are high.

bilstein.com

DRIVE THE LEGEND.

**DRIVEWAY
BECOMES
PIT LANE.**

BILSTEIN B16 ridecontrol®.
It simply couldn't be easier. Enjoying the perfect driving experience, getting the most out of every curve – the personal demands for a suspension system can differ immensely. BILSTEIN B16 ridecontrol® is a byword for individuality. The system provides an easy way to reconfigure suspension settings, simply by pushing a button on the dashboard. By activating "Sport" mode, you get excellent driving dynamics from a standing start and maximum high-performance reserves, even when you're right on the limit.

bilstein.com

DRIVE THE LEGEND.

**OE REPLACEMENT?
USE BILSTEIN!**

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Gas pressure makes the difference. Over 60 years ago, we developed the mono-tube gas-pressure shock absorber for series production. The BILSTEIN B4 is now available for practically any model of passenger car – in both mono-tube and twin-tube shock absorber versions!

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bilstein.com



LITERATURE.

Literature.

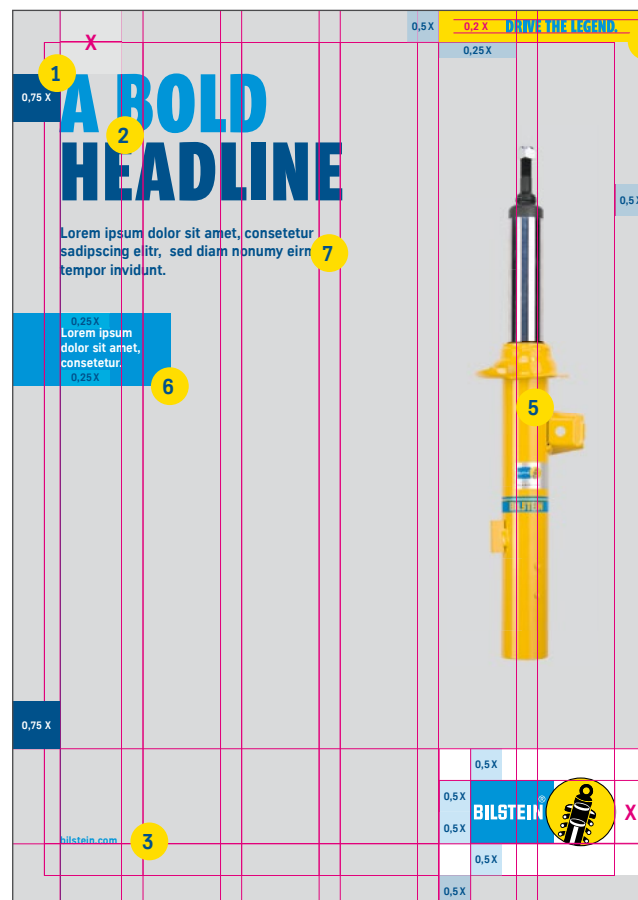
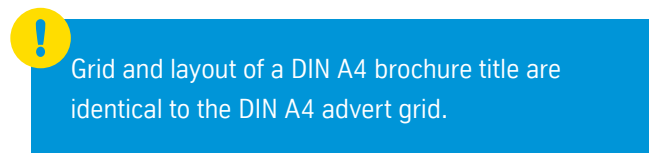
Brochure title grid DIN A4 210x297 mm.

- 1 Keep a distance of 0.75 X to the left format edge** (15.75 mm in this example).
- 2 Headline**
Font: Prenton Ultra Bold Condensed
Font size: any, at least 30 pt.
Spacing: 80% of the font size (100% if required, e.g. due to vowel mutation)
Case: upper-case
Alignment: left-aligned
Colours: BILSTEIN blue or BILSTEIN yellow, depending on the contrast to the image. You can highlight individual lines in colour (ThyssenKrupp blue or white), e.g.:



The headline is left-aligned at a distance of 0.75 X to the format edge. Position it vertically in the format. Choose a short headline and a large font size.

- 3 URL**
Font: TK Type Bold
Colour: BILSTEIN blue or BILSTEIN yellow depending on readability
Font size: 8 pt
Line spacing: 10 pt
Case: upper and lower
Alignment: left-aligned (base line = bottom edge of logo)



Grid for DIN A4 brochure title 210 x 297 mm

Gap width: 10.5 mm
Height of logo container: 42 mm
Width of logo container: 69 mm
Number of columns: 6
Column distance: 7 mm

- 4 Yellow stripe and brand statement**
The yellow stripe may bear the brand statement "DRIVE THE LEGEND." It has a height of 0.5 X and is as wide as the logo container. Together with it, it forms a bracket.

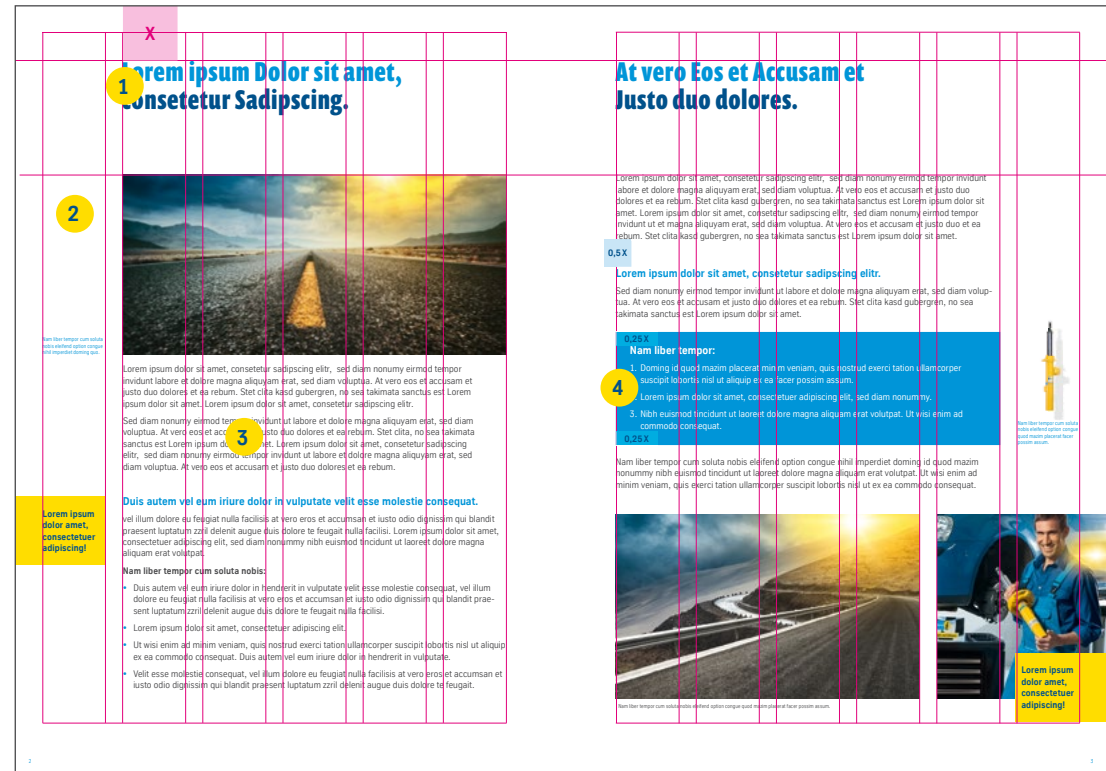
In this case, the brand statement has a height of 0.2 X (4.2 mm in this example) and is right-aligned at the column edge, vertically positioned in the centre.
- 5 You have the possibility to insert a large product image.** Here, the product is isolated and positioned in the centre between brand statement and logo. Do not use a shadow.
- 6 Eye-catcher**
Area in BILSTEIN blue with white text
Alternatively: Area in BILSTEIN yellow with text in ThyssenKrupp blue.
Font: TK Type Bold
Font size: 12 pt
Line spacing: 14.5 pt
Case: upper and lower
Alignment: left-aligned
Text spacing: 15.75 mm (left), 5.25 mm (top, bottom, right)
- 7 Optional subline**
Font: TK Type Bold
Colour: BILSTEIN yellow or ThyssenKrupp blue depending on the colour combination you selected for the headline
Font size: 14 pt
Line spacing: 17.5 pt
Case: upper and lower
Alignment: left-aligned
Distance to headline: 1 space line

Literature.

Grid for inside pages of brochure DIN A4 210x297 mm.

Grid for DIN A4 inside pages
 210 x 297 mm
 Top edge: 10.5 mm
 Tail edge: 21 mm
 Binding margin: 10.5 mm
 Fore edge: 21 mm
 Number of columns: 6
 Column distance: 7 mm

- 1** **Headline**
 Font: Prenton Ultra Bold Condensed
 Font size: 30 pt
 Line spacing: 30 pt
 Case: upper and lower
 Colour: BILSTEIN blue
 For headlines with several lines, highlight one line in ThyssenKrupp blue.
 Distance from the top side edge: 21 mm
- 2** **Border**
 The outer column of each page is reserved for quick information (image captions, eye-catchers, additional pictures, references, etc.)
- 3** **Copy text**
 Font: TK Type Regular
 Emphasis: TK Type Bold
 Colour: BILSTEIN text (0/0/0/85)
 Font size: 10 pt
 Line spacing: 12.5 pt
 Distance from the top margin: 63 mm
 Spacing after paragraph: 1/2 line spacing
 Alignment: ragged left alignment
- 4** **Text box**
 Area: BILSTEIN blue
 Font colour: white
 Text spacing: 5.25 mm



Literature.

1 **Consetetur Sadipscinc.**

2 **Lorem ipsum dolor sit amet, consetetur sadipscinc elit.**

3

4

5

- 1** **Headline, negative**
See headline
Colour: BILSTEIN yellow
For headlines with several lines, highlight one line in white.
- 2** **Subline**
Font: TK Type Bold
Colour: BILSTEIN blue
Font size: 12 pt
Line spacing: 14.5 pt
Spacing before: 0.5X (10.5 mm)
Spacing after paragraph: 1/2 line spacing
Alignment: ragged left alignment
- 3** **Text box**
Area: White
Outline: BILSTEIN blue, 0.5 pt
Text spacing: 5.25 mm
- 4** **Numbering and bullet points**
Colour: BILSTEIN blue
Distance to the text: 4 mm
Font size: 10 pt
- 5** **Racing stripes**
Use the racing stripes add more variety to your design. Size and angle can be selected freely. You can also expand one stripe to the text or image box (see next page)

Literature.

- 1 Eye-catcher**
 Area: BILSTEIN yellow
 Font: TK Type Bold
 Colour: ThyssenKrupp blue
 Font size: 10 pt
 Line spacing: 12.5 pt
 Case: upper and lower
 Alignment: left-aligned
 Text spacing: 10.5 mm (left), 5.25 mm (top, bottom, right)
- 2 Marginal notes, captions, mandatory texts and pagination (from 5 pages)**
 Font: TK Type Regular
 Colour: BILSTEIN blue or BILSTEIN text
 Font size: 6 pt
 Line spacing: 7 pt
 Horizontal scaling: 90%
 Spacing below image: 2.52 mm
 Alignment: ragged left alignment
- 3 Table header**
 Area: BILSTEIN blue
 Outline: white
 Font: TK Type Bold
 Colour: white
 Text vertically centred
 Text spacing: at least 1.5 mm
 Alignment: left-aligned
- 4 Table body**
 Area: BILSTEIN grey or white
 Outline: BILSTEIN text
 Font: TK Type Bold Regular or Bold
 Colour: BILSTEIN text
 Text vertically centred
 Text spacing: at least 1.5 mm
 Alignment: left-aligned

- 5 Product descriptions**
 The product descriptions are based on the following layout specification:
 1. Headline: Product name with punctuation
 2. Subline (optional) with punctuation
 3. Product description as continuous text
 4. List of benefits "All product benefits at a glance" as bulleted list, optional
 5. Icons of the technologies and options, spacing 2.52 mm

6. Additional icons or logos "tested on Nürburgring-Nordschleife", etc.
7. Product image with hard cast shadow:
 Colour: 0/0/0/100
 Transparency mode: multiply
 Transparency: 15 %
 Spacing: 5 mm
 Size: 0.5 mm
 Angle: 135°

At vero Eos et Accusam et Justo duo dolores.

Nonummy
 Sed diam Nonummy erimod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy erimod tempor invidunt ut et magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Accusam
 Sed diam Nonummy erimod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy erimod tempor invidunt ut et magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Volupta	Ipsum
Magna aliquyam	Diam
No sea takimata	Accusam
Stet citta kasd gubergren	Accusam
Lorem ipsum dolor	Diam
Stet citta kasd gubergren	Diam
At vero eos et accusam	Accusam
Magna aliquyam	Accusam
Dolores et ea rebum	Accusam

BILSTEIN B8.

Duis autem vel eum iriure dolor.
 Sed diam nonumy erimod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim nonummy nibh euismod trincidunt ut laoreet dolore magna aliquam erat volutpat.

Vulputate velit esse molestie:

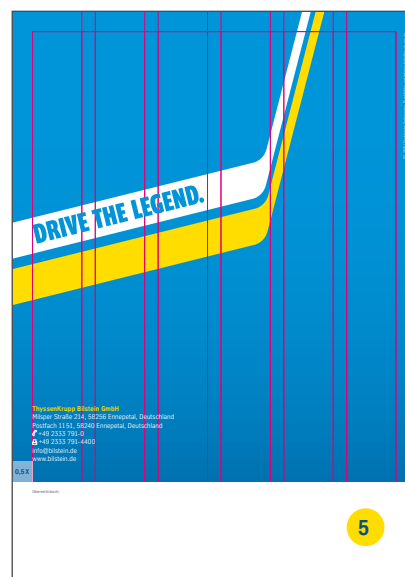
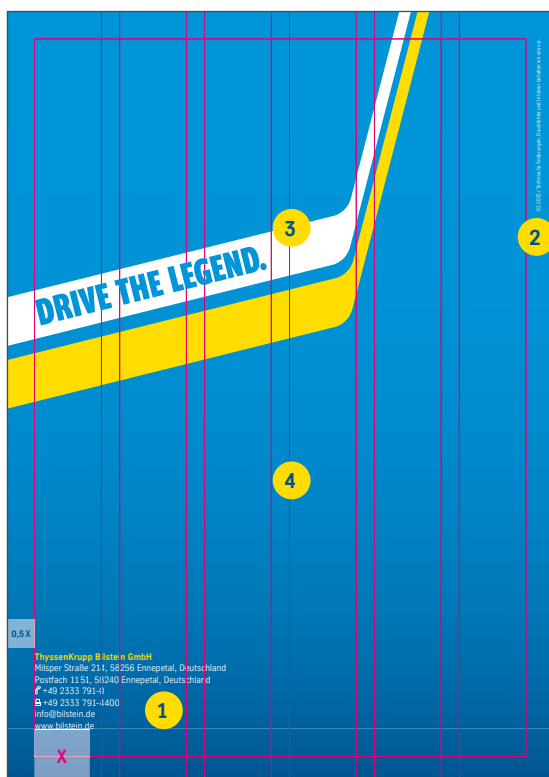
- Ut wisi enim ad minim veniam, quis nostrud exerci
- Tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate
- Velit esse molestie consequat, vel illum dolore eu feugiat
- Nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatumzzril delectis augue duis dolore te
- Feugiat nulla facilis
- Tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate

GAS **12** **10** **1000**

BILSTEIN-TECHNOLOGY - CODE OF NÜRBURGRING-NORDSCHLEIFE

Literature.

Grid for back cover of brochure DIN A4 210x297 mm.



- 1 Sender**
 Font of corporate name: TK Type Bold
 Colour of corporate name: BILSTEIN yellow
 Address font: TK Type Regular
 Address colour: White
 Font size: 10 pt
 Line spacing: 12.5 pt
 Distance from the bottom margin: X (= 21 mm)
 Distance from the optional stamp area: 0.5 X (= 10.5 mm)
 Distance from the left margin: 0.5 X (= 10.5 mm)
- 2 Mandatory text**
 Font: TK Type Regular
 Colour: White
 Font size: 6 pt
 Right edge distance: 5 mm
- 3 Racing stripes**
 The racing stripes are an integral component of the back cover design. Do not change its position and orientation.
 The addition "DRIVE THE LEGEND." is optional.
- 4 Background**
 Colour gradient from BILSTEIN blue (top) to ThyssenKrupp blue (bottom), gradient centre at 80%
- 5 Optional stamp area**
 Height: 52.5 mm

Literature.

Grid for DL flyer title 105 x 210 mm.

Grid for DL flyer title

105 x 210 mm

Gap width: 10.5 mm

Height of logo container: 21 mm

Width of logo container: 35 mm

Number of columns: 6

Column distance: 5.25 mm

1 Determine the print space

Gap width: 10% of the page width (10.5 mm = X)
Column grid: 6 columns with a spacing of 5.25 mm

2 Position the logo

To ensure the logo is visible in flyer dispensers as well, the logo container is aligned with the top of the print space and positioned at the right-hand side in the bleed. Height of the logo container: 2X (21 mm).

3 Headline

Font: Prenton Ultra Bold Condensed
Font size: any, at least 30 pt.
Spacing: 80% of the font size (100% if required, e.g. due to vowel mutation)
Case: upper-case
Alignment: left-aligned
Colours: BILSTEIN blue or BILSTEIN yellow, depending on the contrast to the image. You may highlight individual lines in colour (ThyssenKrupp blue or white).

Position them vertically as required. Choose a short headline and a large font size.

4 URL

Font: TK Type Bold
Colour: BILSTEIN blue or BILSTEIN yellow depending on readability
Font size: 8 pt
Line spacing: 10 pt
Case: upper and lower
Alignment: left-aligned at the bottom edge of the print space



5 Brand statement

The yellow stripe may bear the brand statement "DRIVE THE LEGEND." It has a height of X (10.5 mm) and covers the first three columns including the binding margin. In contrast to e.g. adverts, the yellow stripe is wider than the logo. In this case, the brand statement has a height of 0.3 X (3.15 mm) and is left-aligned at the column edge and vertically positioned in the centre

6 You have the possibility to include a large **product image**. The product is isolated and horizontally centred. Do not use any shadow and keep a distance of at least 0.5 X to the headline and to other elements.

7 Optional subline

Font: TK Type Bold
Colour: BILSTEIN yellow or ThyssenKrupp blue depending on the colour combination you selected for the headline
Font size: 10 pt
Line spacing: 12.5 pt
Case: upper and lower
Alignment: left-aligned
Distance to headline: 1 space line

8 Eye-catcher

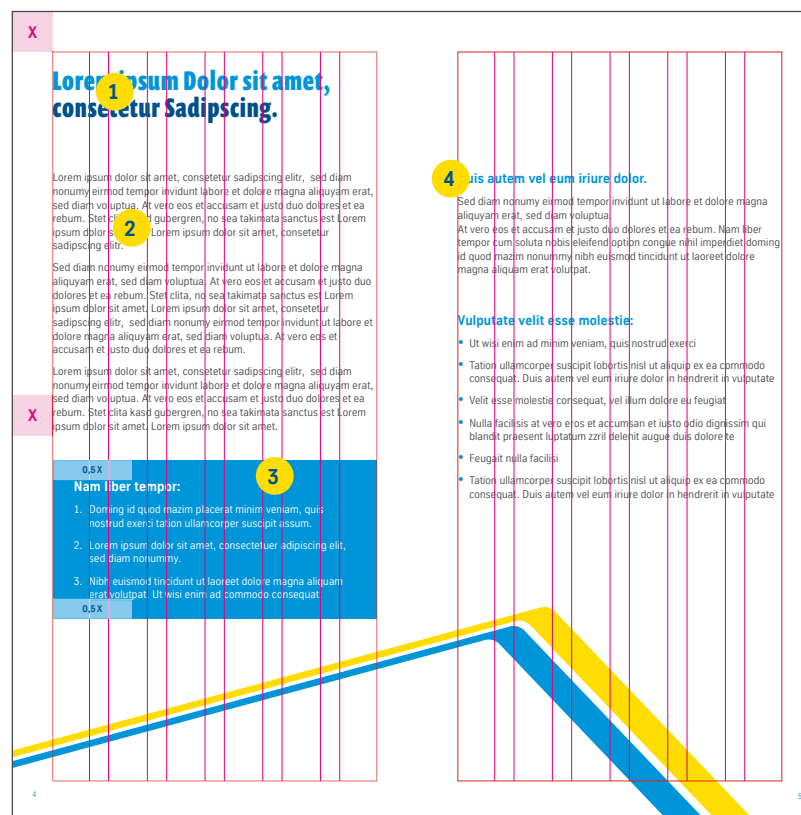
Area in BILSTEIN blue with white text.
Alternatively: area in BILSTEIN yellow with text in ThyssenKrupp blue.
Font: TK Type Bold
Font size: 8 pt
Line spacing: 10 pt
Case: upper and lower
Alignment: left-aligned
Text spacing: 10.5 mm (left), 5.25 mm (top, bottom, right)

Literature.

Grid for inside pages of DL flyer 105 x 210 mm.

- 1 Headline**
 Font: Prenton Ultra Bold Condensed
 Font size: 20 pt
 Line spacing: 20 pt
 Case: upper and lower
 Colour: BILSTEIN blue
 For headlines with several lines, highlight one line in ThyssenKrupp blue.
 Distance from the top side edge: 15 mm
- 2 Copy text**
 Font: TK Type Regular
 Emphasis: TK Type Bold
 Colour: BILSTEIN text (0/0/0/85)
 Font size: 8 pt
 Line spacing: 10 pt
 Distance from the top margin: 42 mm
 Spacing after paragraph: 1/2 line spacing
 Alignment: ragged left alignment
- 3 Text box**
 Area: BILSTEIN blue
 Font colour: white
 Text spacing: 5.25 mm
- 4 Subline**
 Font: TK Type Bold
 Colour: BILSTEIN blue
 Font size: 10 pt
 Line spacing: 12.5 pt
 Spacing before: 0.5 X (10.5 mm)
 Spacing after paragraph: 1/2 line spacing
 Alignment: ragged left alignment

Grid for DL inside pages of flyer
 105 x 210 mm
 Gap width: 10.5 mm
 Number of columns: 6
 Column distance: 5.25 mm



Literature.

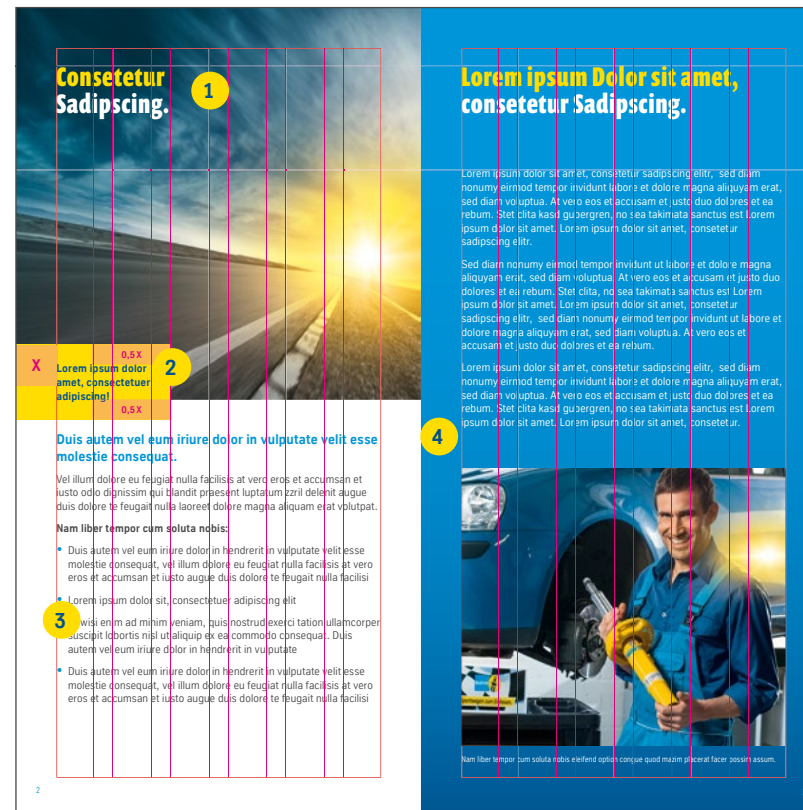
- 1 Headline, negative**
See headline
Colour: BILSTEIN yellow
For headlines with several lines, highlight one line in white.

- 2 Eye-catcher**
Area: BILSTEIN yellow
Font: TK Type Bold
Colour: ThyssenKrupp blue
Font size: 8 pt
Line spacing: 10 pt
Case: upper and lower
Alignment: left-aligned
Text spacing: 10.5 mm (left), 5.25 mm (top, bottom, right)

- 3 Numbering and bullet points**
Colour: BILSTEIN blue
Distance to the text: 4 mm
Font size: 8 pt

- 4 Background**
Colour gradient from BILSTEIN blue (top) to ThyssenKrupp blue (bottom),
gradient centre at 80%

Grid for DL inside pages of flyer
105 x 210 mm
Gap width: 10.5 mm
Number of columns: 6
Column distance: 5.25 mm



Literature.

- 1 Racing stripes**
 Use the racing stripes add more variety to your design. Size and angle can be selected freely. You can also expand one stripe to the text or image box.
- 2 Captions, mandatory texts and pagination (from 5 pages)**
 Font: TK Type Regular
 Colour: BILSTEIN blue or BILSTEIN text
 Font size: 6 pt
 Line spacing: 7 pt
 Spacing below image: 2.52 mm
 Alignment: ragged left alignment
- 3 Product description**
 Refer to the layout specification on page 94 for DIN A4 brochures. If space is limited, the bulleted list of benefits may be left out.

Grid for DL inside pages of flyer
 105x210 mm
 Gap width: 10.5 mm
 Number of columns: 6
 Column distance: 5.25 mm

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BILSTEIN-TECHNOLOGY *inital on*
NÜRBURGRING-NORDSCHLEIFE

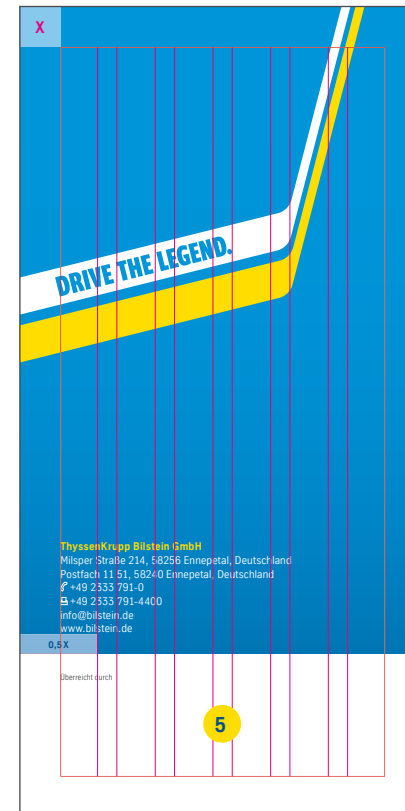
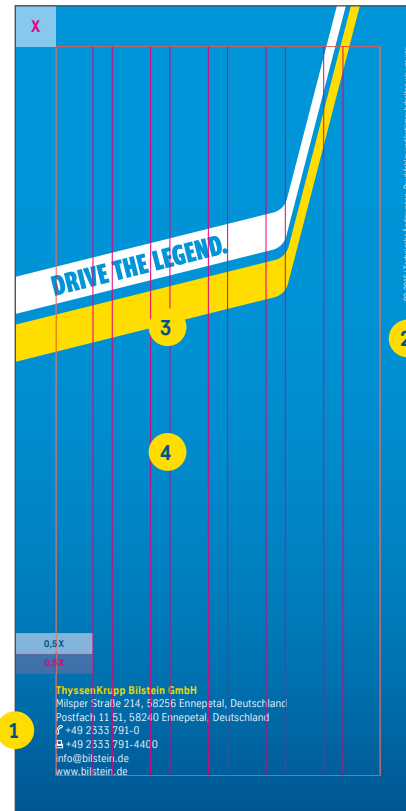
2

7

Literature.

Grid for back cover of DL flyer 105 x 210 mm.

- 1 Sender**
 Font of corporate name: TK Type Bold
 Colour of corporate name: BILSTEIN yellow
 Address font: TK Type Regular
 Address colour: white
 Font size: 8 pt
 Line spacing: 10 pt
 Distance from the bottom margin: X (= 10.5 mm)
 Distance from the optional stamp area: 0.5 X (= 5.25 mm)
 Distance from the left margin: X (= 10.5 mm)
- 2 Mandatory text**
 Font: TK Type Regular
 Colour: White
 Font size: 6 pt
 Right edge distance: 2.5 mm
- 3 Racing stripes**
 The racing stripes are an integral component of the back cover design. Do not change its position and orientation.
 The addition "DRIVE THE LEGEND." is optional.
- 4 Background**
 Colour gradient from BILSTEIN blue (top) to ThyssenKrupp blue (bottom), gradient centre at 80%
- 5 Optional stamp area**
 Height: 42 mm



Literature.

Material recommendation: Printed publications.

For printed publications, keep the premium quality of our brand in mind when you select the material and workmanship. The following overview is intended as exemplary recommendation for standard printed publications.



The printing method is selected based on profitability and the print finishing is selected based on individual requirements, the content to be communicated and the respective target groups.

Printed publication	Format	Colour	Material	Workmanship
General brochures	210 x 297 mm (DIN A4, portrait)	4/4 colour	200 g/qm	Double saddle stitch
General brochures (from 12 pages)	105 x 210 mm (DL, portrait)	4/4 colour	135 g/qm	Double saddle stitch
Image brochures	210 x 297 mm (DIN A4, portrait) Optional: 297 x 210 mm (DIN A4, landscape)	4/4 colour	Cover: 250 g/qm Content: 200 g/qm	Double saddle stitch Optional: Adhesive binding or thread stitching
Main catalogue	210 x 297 mm (DIN A4, portrait)	4/4 colour	Cover: 300 g/qm Content: 60 g/qm	Adhesive binding
Themed catalogues	210 x 297 mm (DIN A4, portrait)	4/4 colour	Cover: 250 g/qm Content: 115 g/qm	Double saddle stitch Optional: Adhesive binding
Flyer (up to 8 pages)	105 x 210 mm (DL, portrait)	4/4 colour	200 g/qm	Folded sheet Optional: Double saddle stitch
Flyer (from 8 pages up to 12 pages)	105 x 210 mm (DL, portrait)	4/4 colour	200 g/qm	2-fach-Rückendrahtheftung Optional: Folded
Poster	594 x 841 mm (DIN A1, portrait) Optional: 841 x 594 mm (DIN A1, landscape)	4/0 colour	170 g/qm	For shipping: roll, do not fold!
Greeting cards	210 x 105 mm (DL, landscape)	4/4 colour	250 g/qm	Folded



POP MATERIAL.

POP material.

Visual signals.

Stand out by using our effective visual signals:

! Please observe the following basic principles:

- Use white as base colour
- The main element is the BILSTEIN word logo, optionally combined with the letter logo
- Use the racing stripes as an option to add highlights



Flag for pole with boom
120 x 250 cm



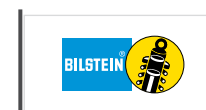
Flag for pole with boom
150 x 400 cm



Flag for pole w/o boom
120 x 250 cm



Flag for pole w/o boom
150 x 400 cm



Logo flag
200 x 100 cm



Tensioning strap
300 x 60 cm



Beach flag
120 x 270 cm

POP material.

Our turbo for retailers and repair shops.

To help retailers and repair shops market our products, we compiled comprehensive POP packages for the areas of OE replacement, enhanced OE replacement, tuning and performance as well as for campaigns (e. g. Clubsport or the BILSTEIN B4 air suspension module) – for a professional and eye-catching presentation! Each package has the following basic content:

- Small display for the repair shop reception desk, approx. DIN A4
- Large display with dispenser for DL end customer flyers, approx. 80x180cm
- Roll-up, 80 x 210 cm
- Poster, DIN A1
- End customer flyer, DL



Example for a POP package for the area of “OE replacement”, BILSTEIN B1 - B4 (B6).

POP material.



Example for a POP package for the area of “Enhanced OE replacement”, BILSTEIN B6.



Example for a POP package for the “Tuning and Performance” area, BILSTEIN B8 - B16.



Example for a POP package for campaigns (here: BILSTEIN B4 air suspension module).

POP material.

Grid for DIN A1 poster 594 x 841 mm.

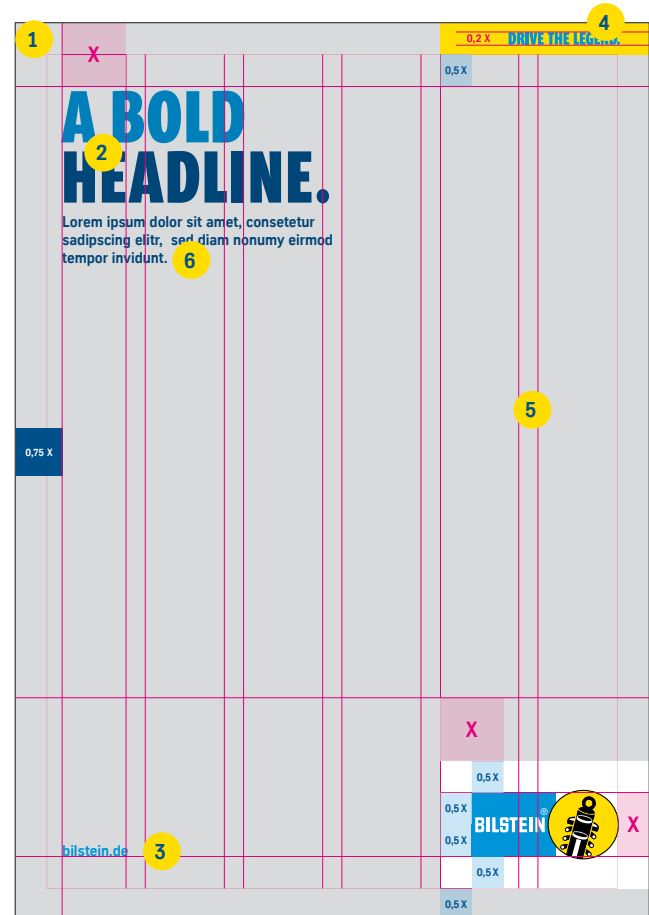
- 1 Keep a distance of 0.75 X to the left format edge (44.55 mm in this example).
- 2 **Headline**
Font: Prenton Ultra Bold Condensed
Font size: any, at least 120 pt
Spacing: 80% of the font size (100% if required, e.g. due to vowel mutation)
Case: upper-case
Alignment: left-aligned
Colours: BILSTEIN blue or BILSTEIN yellow, depending on the contrast to the image. You can highlight individual lines in colour (ThyssenKrupp blue or white), e.g.:



The headline is left-aligned at a distance of 0.75 X to the format edge. Position it vertically in the format. Choose a short headline and a large font size.

- 3 **URL**
Font: TK Type Bold
Colour: BILSTEIN blue or BILSTEIN yellow depending on readability
Font size: 40 pt
Case: upper and lower
Alignment: left-aligned
Base line = bottom edge
BILSTEIN word logo

! The DIN A1 poster is created in the same way as the DIN A4 adverts (see page 78)



Grid for DIN A1 poster 594 x 841 mm

Gap width: 59.4 mm
Height of logo container: 195.9 mm
Width of logo container: 118.9 mm
Number of columns: 6
Column distance: 20 mm

- 4 **Yellow stripe and brand statement**
The yellow stripe may bear the brand statement "DRIVE THE LEGEND." It has a height of 0.5 X and is as wide as the logo container. Together with it, it forms a bracket.

In this case, the brand statement has a height of 0.2 X (4.2 mm in this example) and is right-aligned at the column edge and vertically positioned in the centre.
- 5 You have the possibility to include a large **product image**. Here, the product is isolated and positioned in the centre between brand statement and logo. Do not use a shadow.
- 6 **Optional subline**
Font: TK Type Bold
Colour: BILSTEIN yellow or ThyssenKrupp blue depending on the colour combination you selected for the headline
Font size: 40 pt
Line spacing: 48 pt
Case: upper and lower
Alignment: left-aligned
Distance to headline: 1 space line

POP material.

Application examples for DIN A1 poster 594 x 841 mm.



Campaign poster
 "OE replacement".



Campaign poster
 "BILSTEIN B4 air suspension module".



Repair shop poster
 "Detect defective shock absorbers".



**PROMOTIONAL
MERCHANDISE.**

Promotional merchandise.

Our daily ambassadors.

Please observe the following basic principles for the creation of promotional merchandise:

- Use white as base colour
- The main element is the BILSTEIN word logo, optionally combined with the letter logo
- Use the optional brand colours (BILSTEIN blue or BILSTEIN yellow) or the racing stripes as highlights



Promotional merchandise example: mug.



Promotional merchandise example: USB key.

! When producing promotional merchandise, always keep the premium standards of our brand in mind and ensure high quality!



Promotional merchandise example: ball pen.

VEHICLES.

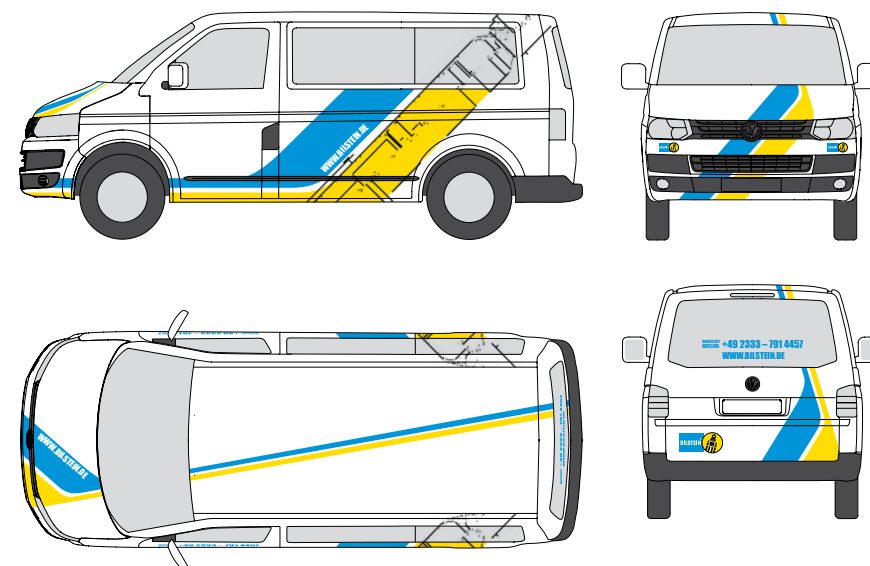


Vehicles.

Our ambassadors on the road.

Our promotional vehicles have a consistent design according to the following basic principles:

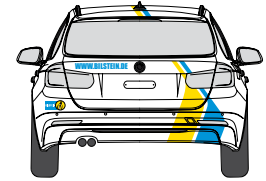
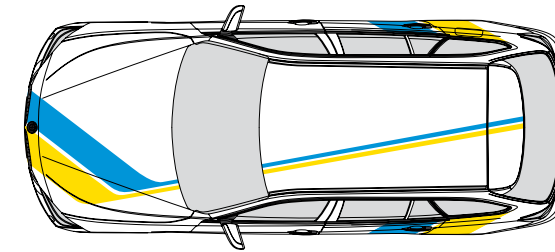
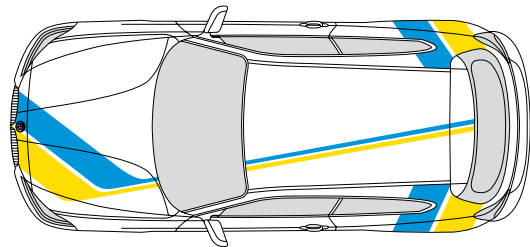
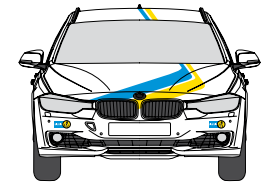
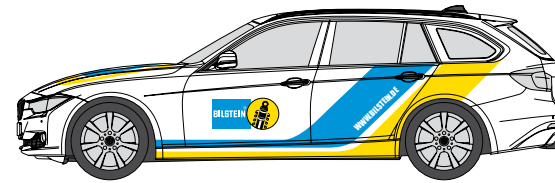
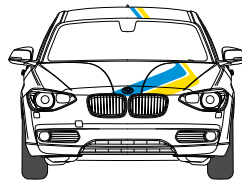
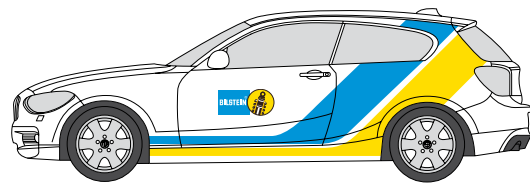
- The base colour is white
- The racing stripes are the main design element in the brand colours BILSTEIN blue and BILSTEIN yellow. The stripes run across the entire vehicle. At the side, the narrower part of the stripes follows the side skirts. The stripes then continue upward behind the B column.
- Prominent positioning of the BILSTEIN word logo on all sides
- Brand statement (optional)
- Technical product illustrations as highlights (optional)
- URL (optional)



Application example: Volkswagen transporter.

Vehicles.

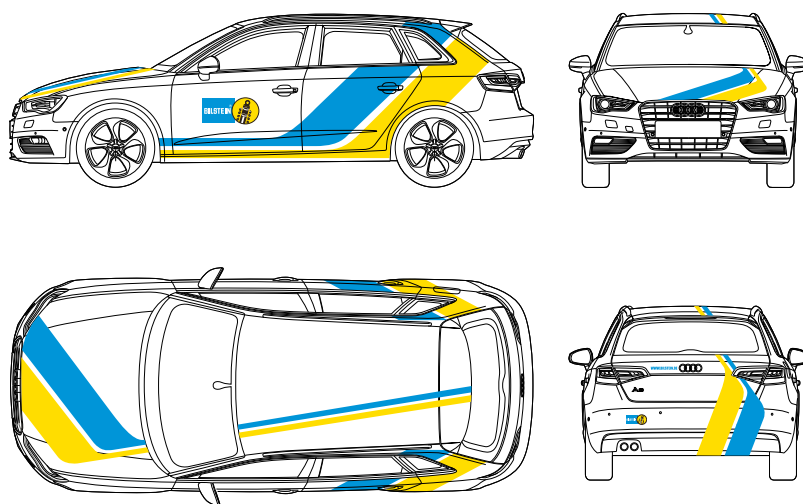
Application examples for the design of promotional vehicles.



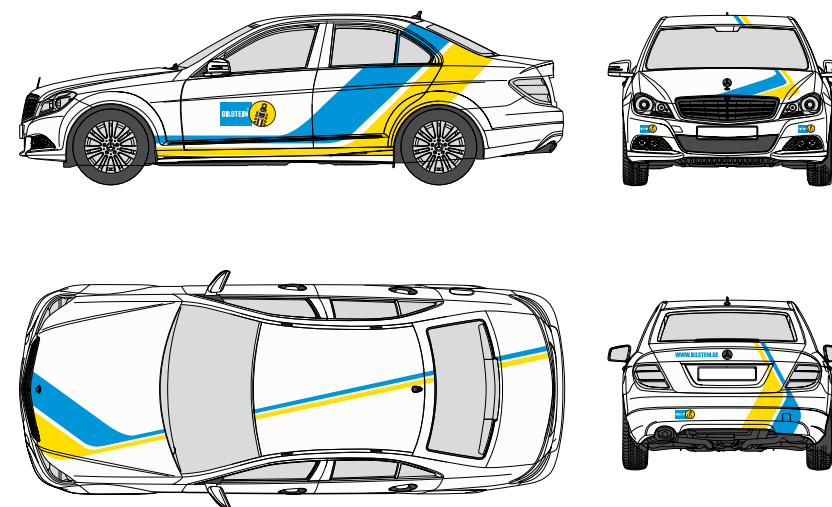
Application example: BMW 1 series.

Application example: BMW 3 Series Touring.

Vehicles.



Application example: Audi A3 Sportback.



Application example: Mercedes-Benz C-Class .

TRADE SHOWS.

BILSTEIN®



BILSTEIN



Trade shows.

The visitor is king.

Observe the following basic design principles for your exhibition booth to create a friendly, welcoming and communicative atmosphere for the trade show visitor:

- Use white as base colour
- Choose the BILSTEIN word logo as prominent main element – optionally combined with the letter logo
- Choose atmospheric pictures or isolated product images as decorative elements. Reduce the number of motifs and use larger formats instead. A larger size has a greater impact!
- Use the optional brand colours (BILSTEIN blue or BILSTEIN yellow), the brand statement or the racing stripes as highlights



Show stage: an exceptional and exciting vehicle is and will remain a crowd puller.



Our products are the central element. Presented perfectly in the vehicle and on the aisle.

! When producing trade show equipment, always keep the premium standards of our brand in mind and ensure high quality!

Trade shows.

Communication and interaction.

The communication with the guests is the number one goal of any trade show presentation. Create many different options for the visitors to get in touch with you – because everyone is different!



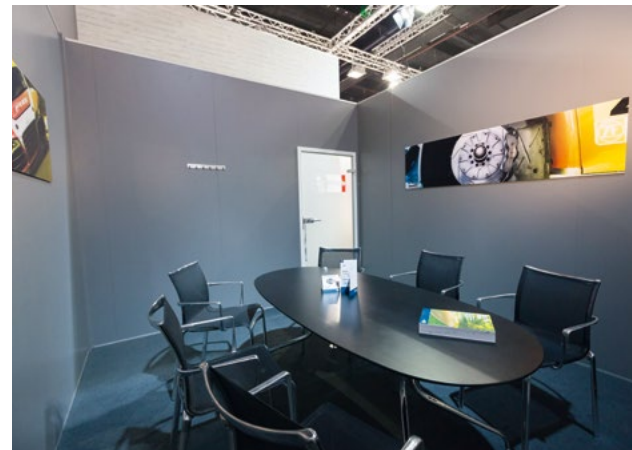
Important contact point: a prominent information counter.



Self service: dispensers for information material.



Room for conversation: Adjust to the needs of your guests and your reasons for the conversation – informal bar tables, comfortable lounge areas or private conference rooms.



Multimedia support at the exhibit.

Trade shows.

An eye for detail.

Big or small: we always show our unique character. It is nice if the trade show visitor still discovers new things after an extended stay. Atmospheric names of your conference rooms, quick WiFi access for your visitor or eye-catching promotional merchandise: anything that pleases the visitor and presents our brand in a likeable and significant manner is allowed!



Please observe the design guidelines for promotional merchandise on page 109.



Welcome to the “Nürburgring” conference room.



Feel-good atmosphere from A to Z.



Useful promotional merchandise.

Contact

If you have any questions about BILSTEIN Corporate Design,
please contact:

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✉ Florian.Haegemann@thyssenkrupp.com



en Sheer Driving Pleasure

GRAN TURISMO GT

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BILSTEIN

sparco

sparco

DRIVE THE LEGEND.

ThyssenKrupp Bilstein GmbH

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