

RIDEX

BRAND PRESENTATION 2023

RIDEX IS GERMANY-BASED BRAND FOR AUTO PARTS AND ACCESSORIES



RIDEX: IMPORTANT FACTS

- ✘ Established in **2016**
- ✘ RIDEX GmbH is **German legal entity**
- ✘ RIDEX is an absolute **Best Seller on AUTODOC**

RIDEX IN ONE SHOT

450+

Active categories

40 000+

SKU in assortment

65+ countries

Sales Worldwide

€150 Mio+

Turnover in 2022

6,7 Mio

Total clients

12K

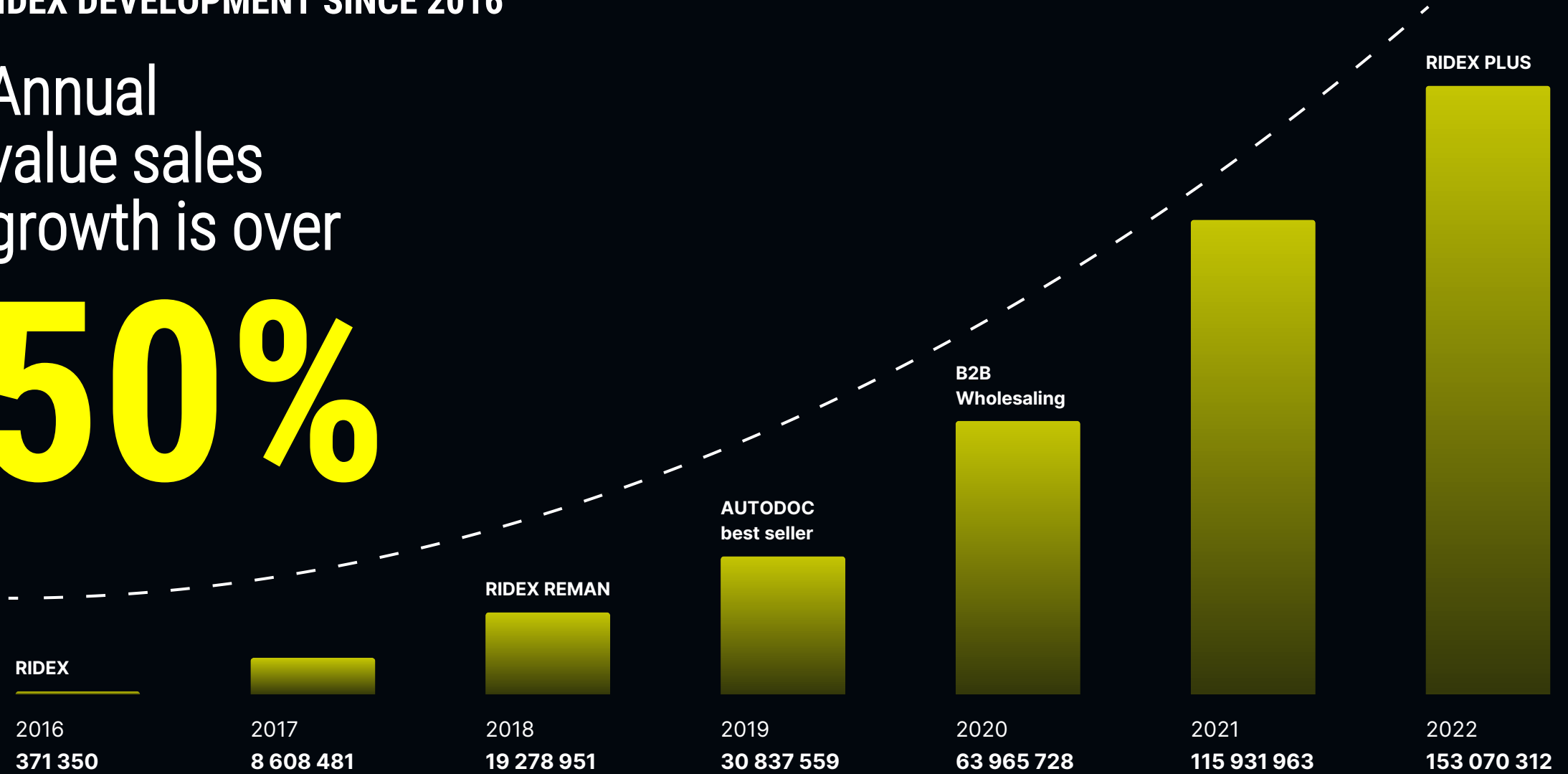
Orders per day



RIDEX DEVELOPMENT SINCE 2016

Annual
value sales
growth is over

50%



BRAND SLOGAN

RIDEX
PARTS YOU CAN TRUST

UNIQUE SELLING PROPOSITION



ASSORTMENT ALL THE PARTS YOU NEED

From basic to advanced, from sustainability to performance – we've got exactly the right parts for every individual need



QUALITY QUALITY GUARANTEED

Laboratory tested parts from certified plants only



PRICE EXCELLENT PRICE

Great prices on reliable parts certified as per international standards

RIDEX BRAND PORTFOLIO: SUBLINES

RIDEX

This is our main subline that has already won the hearts and minds of car owners and professionals who want to get the best value for money. The wide range of products, backed up by certified quality and competitive prices, has made RIDEX the top choice not only in Europe, but in 65 countries worldwide.

RIDEX PLUS

This is our limited edition for auto parts with technically advanced features. Get the best performance from your vehicle, get the quality with a plus. You can see technical comparisons between RIDEX PLUS and the RIDEX basic line on the product pages of our website.

RIDEX REMON

Our pride and joy in the RIDEX portfolio, that shows we care not only about your vehicle, but also about our planet. This subline offers remanufactured OE auto parts which are given a second life at a special factory in the Czech Republic. We carefully restore each part, perform thorough laboratory tests to ensure its quality, obtain all necessary certification, and only then release it to the aftermarket.



EVERYTHING FOR AN EFFECTIVE DEALERSHIP

WIDE PORTFOLIO: ALL THE PARTS YOU NEED

BRAKE DISKS 2 292 SKU'S

BRAKE PADS 2 490 SKU'S

SHOCK ABSORBERS 4 154 SKU'S

WHEEL BEARING KIT 1 638 SKU'S

BRAKE CALIPERS 2 396 SKU'S

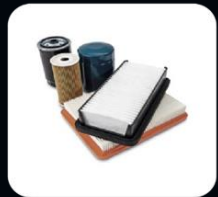
TRACK CONTROL ARM 2 548 SKU'S

ALTERNATOR 1 650 SKU'S

BRAKE SETS, DISK BRAKES 848 SKU'S

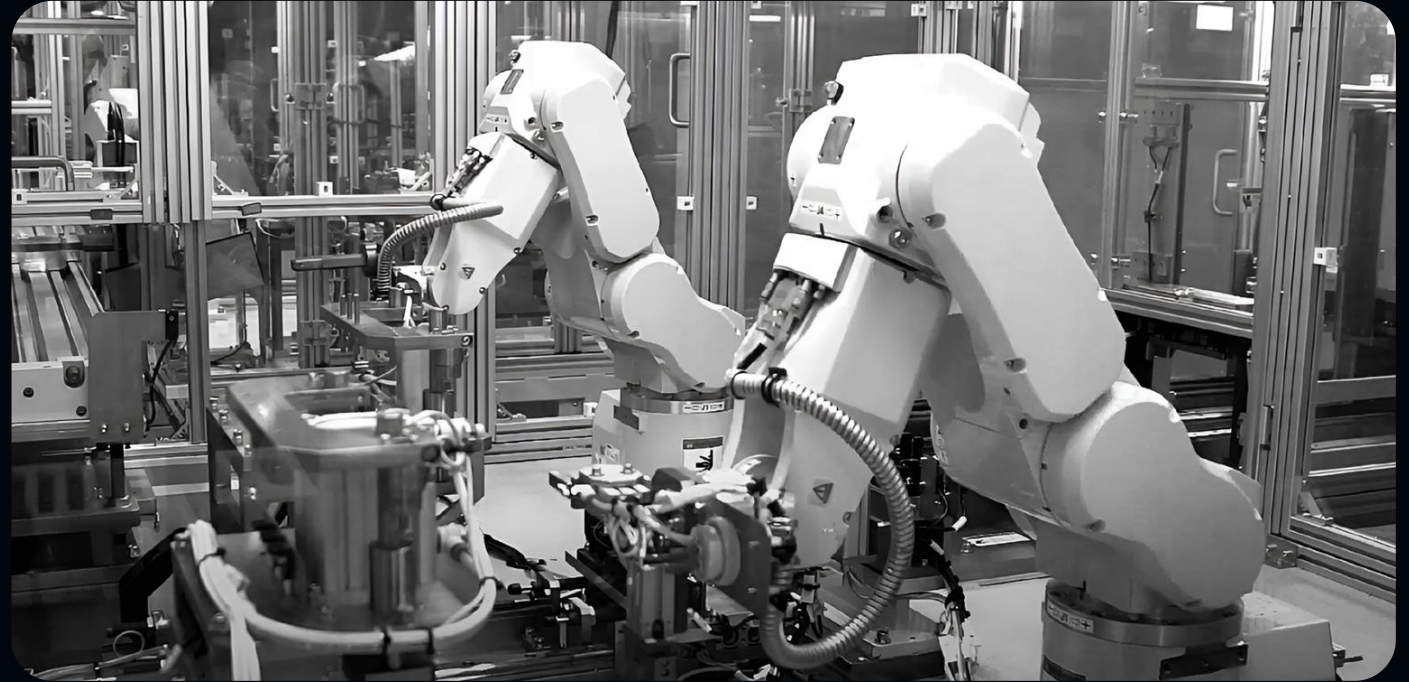
DRIVE SHAFTS 1 252 SKU'S

AIR FILTERS 1 275 SKU'S



QUALITY GUARANTEED

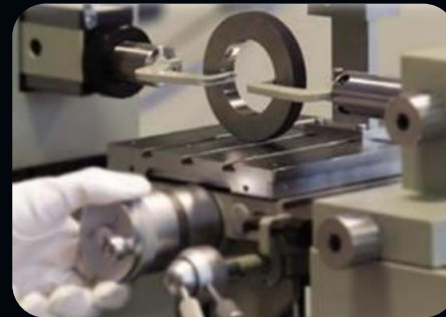
- Laboratory tested parts from **certified plants** only
- **ISO 9001** and **IATF 16949:2016** for the manufacturing process
- **ISO 14001** for waste management and reduction
- **ISO 45001** for occupational health and safety management system



To get a full list of these standards, please contact us via the request form or ask your account manager

MANUFACTURERS

- RIDEX manufactures more than **4 million** auto parts per year
- RIDEX products are manufactured in **the same factories** that produce parts for the most well-known aftermarket auto brands



TOP COMPATIBILITY

- We are compatible with all **main auto brands** in the world
- We can **design and manufacture** a new product on demand in **4 month**



TECDOC CATALOGUING

- Informative portfolio of **all products**
- High-quality photographs
- Data translation into **6 languages**
- Reliable comparison of **RIDEX data** with **OE data**



WAREHOUSING AND STOCK AVAILABILITY

- 1.9 million products are stored in our warehouses
- We have 3 strategically located warehouses in Germany, Poland Czech Republic with a total area of 95,000 m²



ORDER PROCESS AND DELIVERY TIME

- An opportunity to place an order both **online, by email and via phone**
- Online tool for your orders www.ridex.eu with the expected **delivery date** shown while placing an order online
- In case of export with our 3d party distributors, they provide all **export documents**
- We ship in **24-72 hours** after receiving payment
- **1-3 business days** for delivery to Germany
- **3-5 business days** for delivery to other EU countries



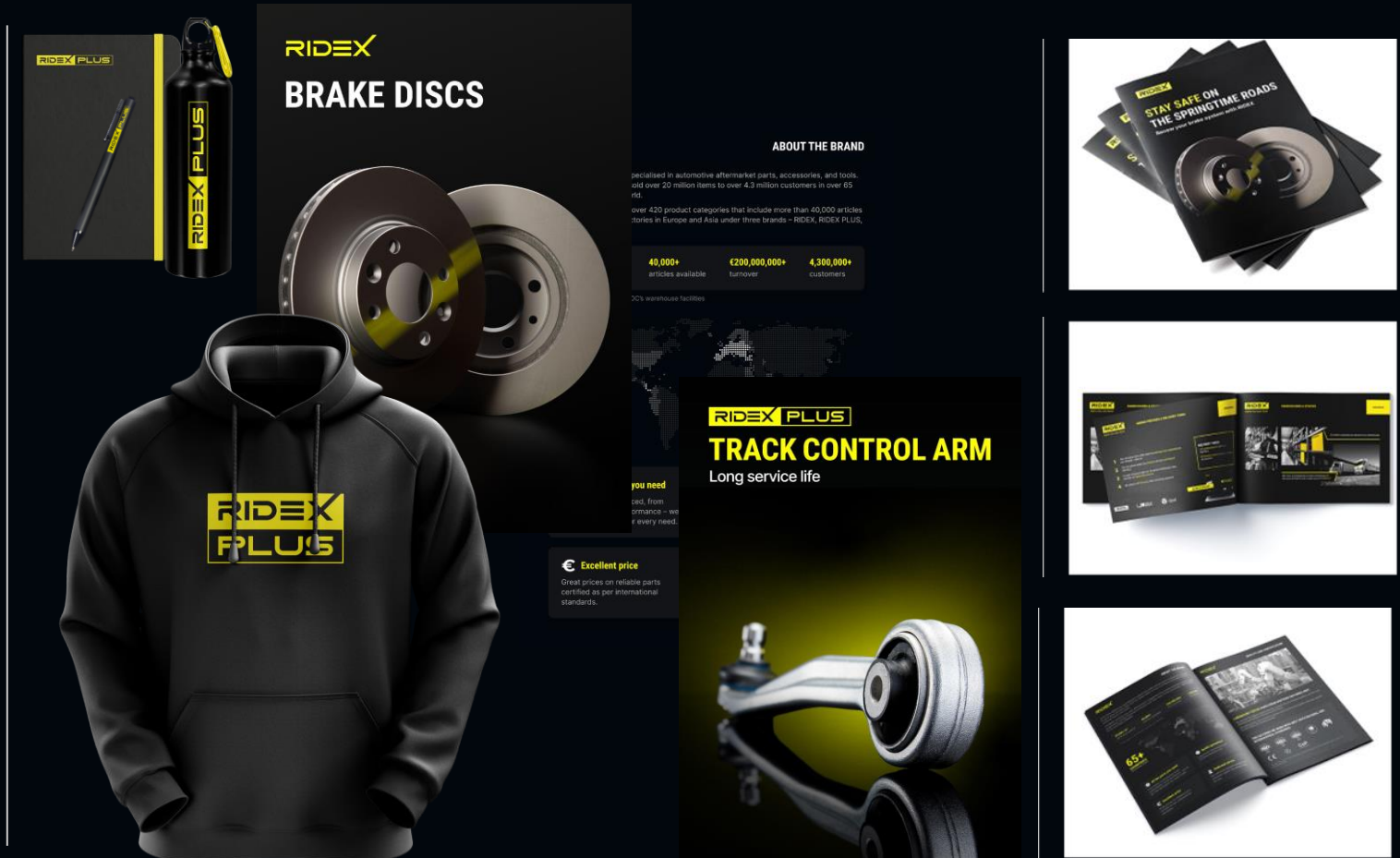
DEDICATED BUSINESS DEVELOPMENT TEAM

- You have your **own account manager** available by phone, email, messengers
- Dedicated **team of technicians** to advise you about product peculiarities
- **Marketing support** to help in running your campaigns and develop your business together



SALES AND PROMO MATERIALS

- **POS and Trade materials:** posters, brochures, leaflets, catalogues, else
- **Merchandising:** T-shirts, hoodies, caps, gloves, else
- **Pictures, video and animation**
- We develop custom content **on your demand**



BECOMING A DEALER IS SIMPLE

Fast track for becoming a dealer. We offer a professional RIDEX website, quick search engine, convenient catalogue, secure payment, a personal account manager, and dedicated customer support to make your business with us smooth and simple.

GET A PRICE QUOTE:

- 1** **Submit a request** at sales@ridex.de or use a QR code. An account manager will contact you via your preferred communication channel.
- 2** **Consult with your personal account manager.** Your account manager will answer your questions and will give you a quote for the products in your list, delivery and payment options.
- 3** **Make a good deal.** You sell our products, and we help you boost your sales with marketing assistance and bonuses.



THANK YOU
FOR YOUR ATTENTION!