

**BY + AUTODOC**



## BRAND STORY

RIDEX is a brand forged from decades of automotive expertise of AUTODOC, Europe's leading e-commerce platform for aftermarket auto parts.

For years, we've gathered insights from drivers across Europe, analyzed component performance, and collected wealth of customer feedback.

That knowledge became the foundation for RIDEX - a brand built to deliver excellence. In just 9 years, RIDEX has reached over 10 million customers, selling more than 45 million parts.

Manufacturing in certified and industry-leading factories across Europe and Asia ensures exceptional quality and precision in every component.

And with a portfolio spanning over 480 product categories and nearly 60,000 references, we've got exactly the right parts to meet your every need - *parts you can trust!*



## RIDEX FACTS



Established in **2016 in Germany**, RIDEX aims to balance top quality with customer needs, drawing on years of automotive expertise



**Bestseller** on AUTODOC – top choice in each of the 27 European countries



One of the **fastest growing aftermarket brands** in the EU – reaching €300 Mio in sales in record time



**Extensive vehicle in operation coverage** – fits over 95% of passenger cars on European roads



**Expert team** of over 140 employees working from 8 countries, with main hubs in Germany, Portugal, Poland, and Czech Republic



## RIDEX IN NUMBERS

**> 480**

product categories

**> 50,000**

SKU's in range

**> 65 countries**

worldwide shipping

**€300 Mio**

revenue in 2024

**> 10 Mio**

total customers

**> 15,000**

orders per day



## OUR PROMISE



**WIDE ASSORTMENT**  
>95% EU VIO COVERAGE

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



**PROVEN QUALITY**  
FROM LEADING FACTORIES

Our products are manufactured by leading factories that are certified according to standards such as IATF 16949, ISO 9001, ISO 14001 and ISO 45001



**UNBEATABLE PRICE**  
EXCEPTIONAL VALUE

By cutting out the middlemen and operating at scale, we can deliver considerable cost savings directly to our customers



**PRODUCT CONTENT**  
VISUALS THAT SELL

High-resolution images produced by our in-house studio, including 360-degree views and technical diagrams



**LOGISTICS SERVICES**  
ON-TIME. FLEXIBLE. DIGITAL.

Efficient shipping, seamless ordering, and smart integration tools for smooth operations

## RIDEX BRAND FAMILY



### BEST VALUE FOR MOST DRIVERS 450 + CATEGORIES

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 BRAND FAMILY

**RIDEX PLUS**

### ADVANCE QUALITY FOR TOP PERFORMANCE

RIDEX PLUS was introduced in 2022 as a natural portfolio extension after the initial success of the RIDEX brand. The new technically advanced line of products represents the latest trends in modern technologies and aims to provide our customers with reliable, premium quality, maintaining the basic idea of making quality affordable at its core.





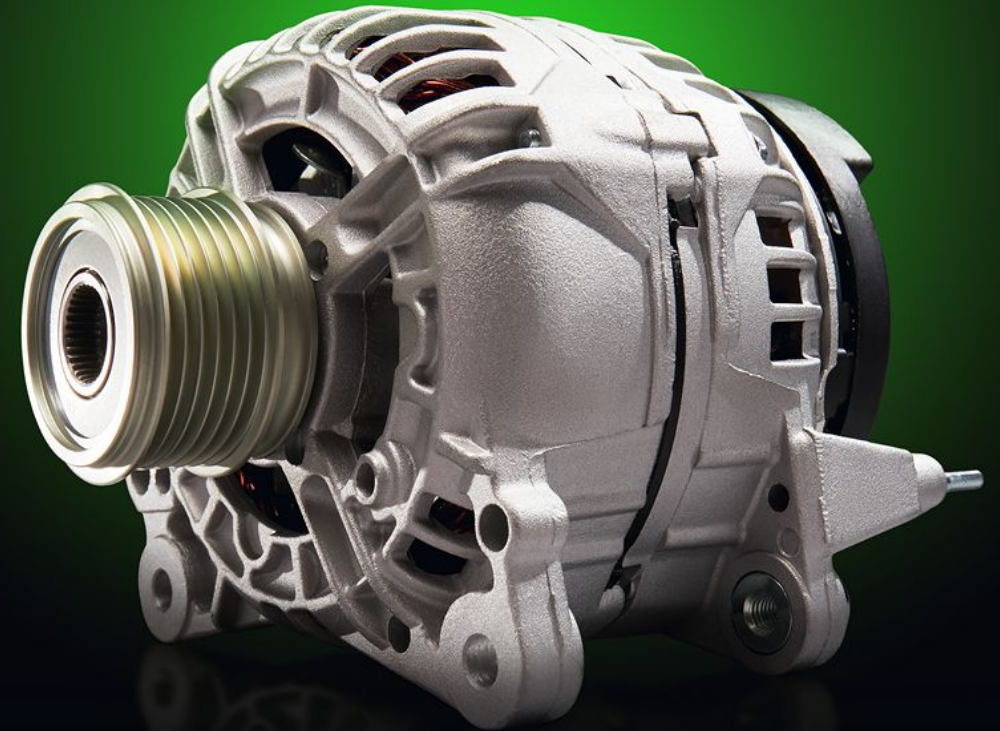
## RIDEX BRAND FAMILY

**RIDEX** **REMAN**

### ORIGINAL REMANUFACTURED PARTS

As a socially responsible company, on the one hand, we envision a thriving auto parts aftermarket sector, and, on the other hand, we feel a responsibility to promote smart management of the planet's natural resources.

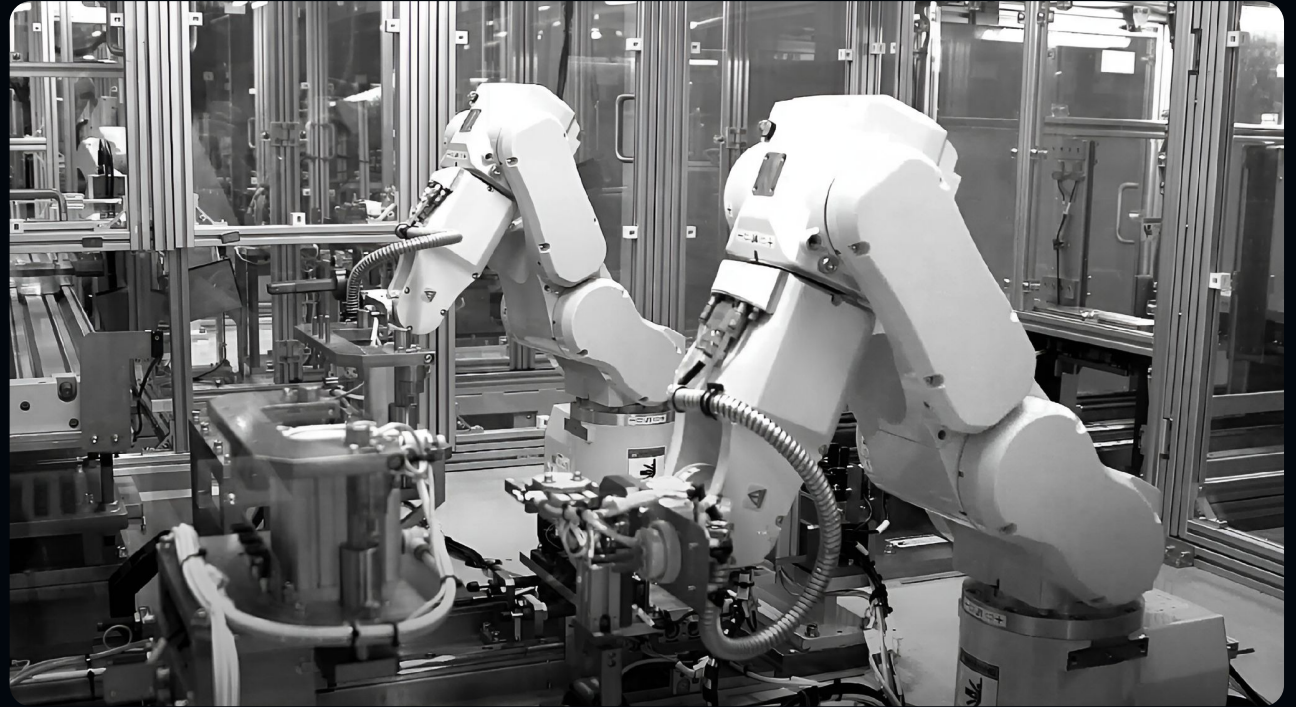
Since 2018, RIDEX REMAN has been our answer to a global challenge to protect the planet by giving OE car parts a second life by restoring them and conducting meticulous performance tests. We hope that all those who want to help the planet will support our aspiration to make our environment cleaner while choosing this unique product line.





## QUALITY GUARANTEED

- **OEM level manufacturing** – RIDEX products are produced in factories that supply OEM and leading aftermarket brands. We use APQP and PPAP approach for new products development
- **Certified production** – ISO 9001 & IATF 16949 for quality management, ISO 14001 for eco-friendly production, and ISO 45001 for workplace safety
- **Supplier control** – 100% suppliers undergo technical documentation reviews (50,000+ drawings per year) and on-site audits
- **Thorough inspection** - 100% of incoming goods checked for possible defects
- **Independent lab testing** - 250+ tests conducted
- **Proven reliability** - only 100 ppm of warranty returns



# RIDEX

PARTS YOU CAN TRUST



95% coverage – compatible with  
over 95% of European cars

## WIDE PORTFOLIO: 480+ ACTIVE CATEGORIES

**BRAKE DISCS** **2 292 SKU**

**BRAKE PADS** **2 490 SKU**

**BRAKE CALIPERS** **2 396 SKU**

**SHOCK ABSORBERS** **4 154 SKU**

**WHEEL BEARING KIT** **1 638 SKU**

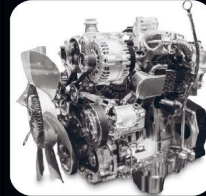
**TRACK CONTROL ARM** **2 548 SKU**

**ALTERNATOR** **1 650 SKU**

**CLUTCH KIT** **576 SKU**

**DRIVE SHAFTS** **1 252 SKU**

**AIR FILTERS** **1 275 SKU**





## WIDE ASSORTMENT: > 95% EU VIO COVERAGE

	FRANCE, %	GERMANY, %	NETHERLANDS, %	ITALY, %	BELGIUM, %	UNITED KINGDOM, %
Braking System	84,2	82,0	78,0	81,9	75,0	77,5
Filtration System	82,5	80,3	77,4	81,6	76,2	77,2
Suspensions & Steering	80,5	77,7	73,3	75,4	71,3	72,1
Ignition Components	76,5	76,8	71,6	77,5	70,9	72,0
Wiper Blades	74,8	73,4	71,0	73,8	68,7	67,6
Electrical Components	71,7	67,7	62,6	69,2	59,4	62,9
Lighting	62,5	67,2	61,2	61,9	60,8	60,4
Engine Parts	68,2	62,3	59,0	65,4	59,4	59,4
Engine Cooling & Heating System	67,2	64,2	57,5	60,7	56,4	56,6

**RIDEX PLUS**

**ENGINEERED FOR  
MAXIMUM  
PERFORMANCE  
AND PROTECTION**



# WIDE PORTFOLIO: MOTOR OIL



## LOW VISCOSITY SERIES

Our range of low-viscosity engine oils for maximum performance and fuel economy. Their excellent low temperature properties ensure the engine starts easily and reaches optimum performance quickly. Low-viscosity engine oils are recommended for modern engines where low internal friction and improved performance are required.

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## ACTIVE ENERGY SERIES

Innovative motor oils designed to provide maximum performance and advanced protection for your engine. These high-tech oils provide active energy conservation to extend the life of your vehicle and maintain optimal performance. Active energy series oils are compatible with catalytic converters and exhaust aftertreatment systems (GPF/DPF) for petrol and diesel engines.

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## ACTIVE DEFENSE SERIES

Motor oils with additives that actively protect the engine against wear, deposit formation, and oxidation. Active defense series oils are designed for extreme operating conditions and help extend engine life.

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American  
Petroleum  
Institute





**RIDEX PLUS**

# TRANSMISSION FLUIDS FOR A WORLD OF CARS



## WIDE PORTFOLIO: TRANSMISSION FLUIDS



### **AUTOMATIC** TRANSMISSION FLUID (ATF)

Our ATFs are engineered to deliver superior performance and reliability across a wide range of vehicles. They are specifically designed to ensure smooth gear shifts, enhance hydraulic system functionality, and extend the life of your transmission. Whether you need a mineral or fully synthetic ATF, we provide solutions tailored to meet the demands of most automatic transmission, power steering, and other hydraulic systems in passenger cars and trucks.

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### **MANUAL** TRANSMISSION FLUID (MTF)

Our MTFs are carefully developed to provide unmatched durability and protection for gearboxes, steering boxes, and differentials. Available in mineral, semi-synthetic, and full synthetic formulas, the products ensure optimal performance under high pressure, as well as in extreme temperature conditions. These oils reduce wear, minimise friction, and enhance the longevity of the transmission components, making them an ideal choice for passenger cars and heavy-duty vehicles.

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**SAE**  
INTERNATIONAL

**API** | American  
Petroleum  
Institute

**acea**  
DRIVING MOBILITY FOR EUROPE

**ILSAC**

# **SOLUTIONS FOR EFFICIENT OPERATIONS**



# SUPPLY CHAIN SOLUTIONS

Infrastructure and expertise tailored to meet the needs of business customers



## CENTRALLY LOCATED

- Network of 7 strategically positioned warehouses across Germany, Poland and the Czech Republic
- Over 66,000 m2 of warehouse space in Szczecin, Poland, enabling efficient service to both EU and non-EU markets
- Inventory of more than 10 million RIDEX parts ready available
- Product availability exceeding 90%, ensuring high service levels and reliable supply



## B2B PRIORITY FULFILLMENT

- Fast processing and fulfillment: 2–4 business days from order to assembly completion, ready for dispatch or self pick-up
- Electronic status updates for the entire order process
- Coming soon: same-day dispatch for smaller orders placed before 12:00 CET



## FLEXIBLE LOGISTICS OPTIONS

- Convenient pallet pick-up available Monday to Friday, at the Szczecin warehouse
- EU-wide delivery in parcels or pallets within 1–5 business days
- Multimodal shipping options via trusted freight partners, ensuring reliable global delivery

## ORDERING & INTEGRATION SOLUTIONS

### WWW.RIDEX.EU

RIDEX's own [online platform](#) for order placement

### AUTODOC TRADER

Seamless ordering process with a [multi-brand wholesale platform](#) for easy and fast bulk order management

### E-PROCUREMENT

API & EDI integration for advanced e-procurement tools to streamline your purchasing process with digital solutions. Powered by [SAP Integration Suite](#)

### DIRECT ORDERING

Our team will process orders using your own spreadsheet

# E-PROCUREMENT



## PROTOCOLS & DATA EXCHANGE



### Data Exchange

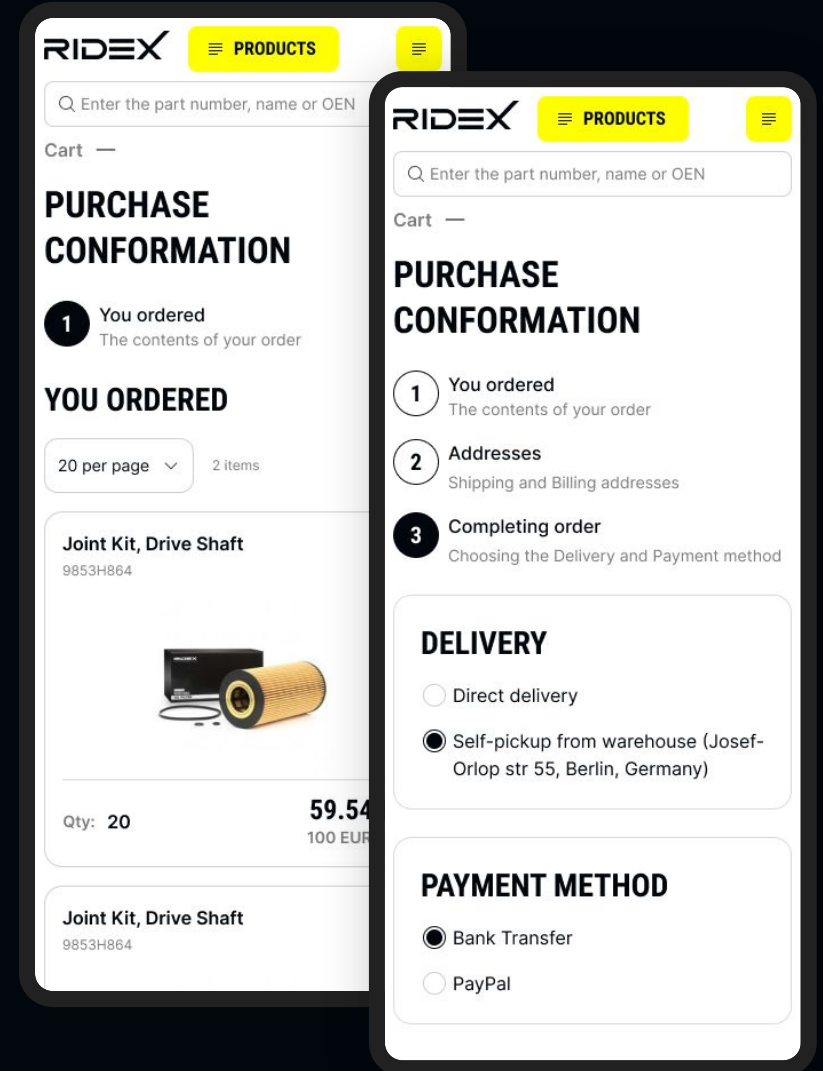
- Stock information in real time
- Full catalog with product data, pictures and TecDoc integration
- Order placing & information exchange
- E-returns

### Main protocols

- EDI
- API

### Functions

- Availability (stock, pricing)
- Order creation
- Order status update





# BULK ORDERS

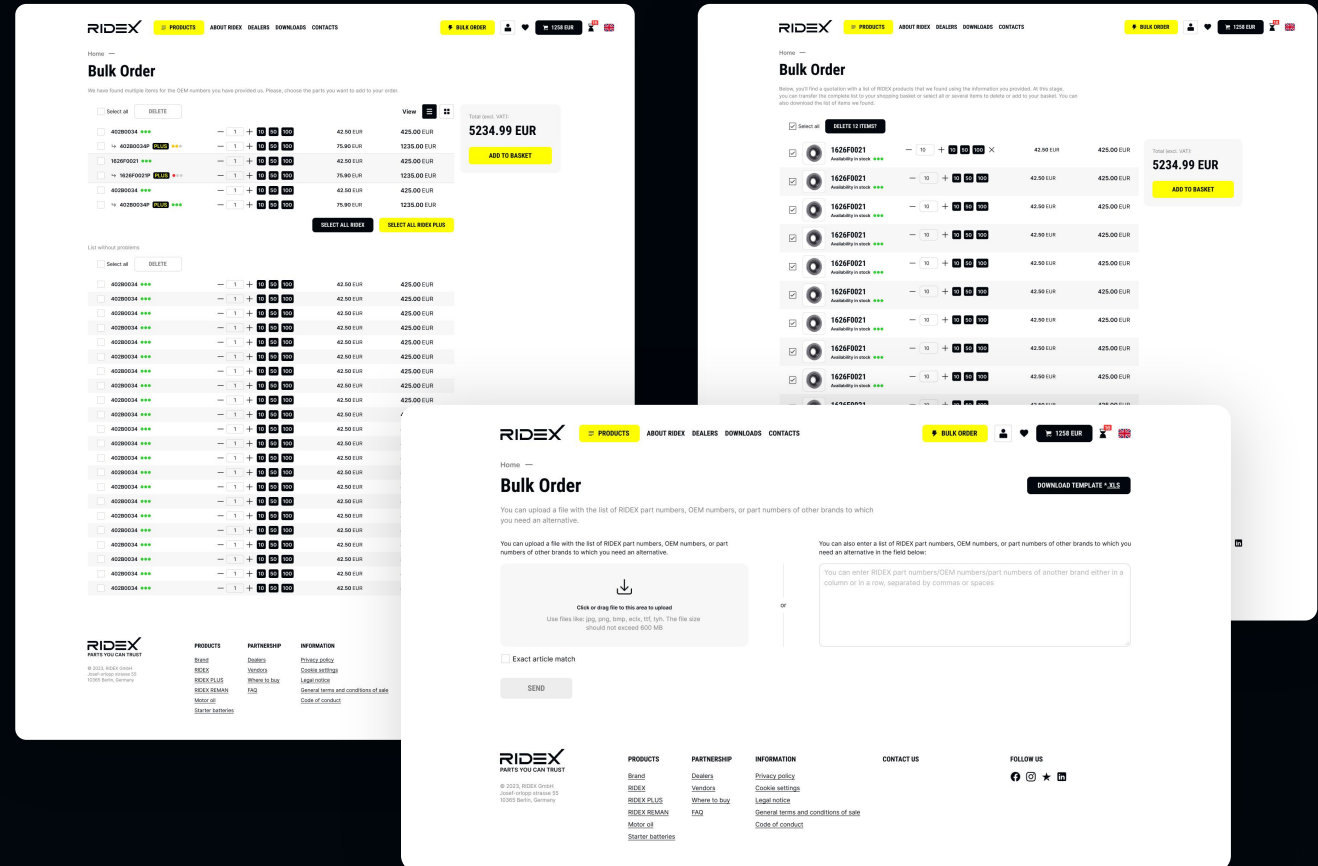
Easily place large orders with speed and simplicity

## BENEFITS:

- Effortlessly place small or large orders with ease
- Streamline your bulk purchasing process for maximum efficiency
- Quick and simple ordering with a user-friendly interface and two-step confirmation process

## HOW IT WORKS:

- Add all items to your basket with a single click
- Simple checkout: confirm items, choose your delivery method, review or update pre-filled delivery and billing details, and finalize payment



# WHITE LABEL AS A SERVICE

## Turnkey white label solution

- **Sourcing:** over 60,000 SKU across 480+ product categories in stock, over 100,000 SKU available for pre-order
- **Quality:** factory quality inspections, legal audits, continuous outbound & inbound checks, EU laboratory testing on request
- **Warranty:** 24 months
- **Custom packaging:** individual design or no-name bulk packaging
- **Worldwide delivery:** within three to six months after order confirmation (subject to compliance)
- **Dedicated support:** full process assistance by a personal manager



## DEDICATED BUSINESS DEVELOPMENT TEAM



You have your **own account manager** available by phone, email, and messaging app



Dedicated **team of technicians** to advise you about product specifics



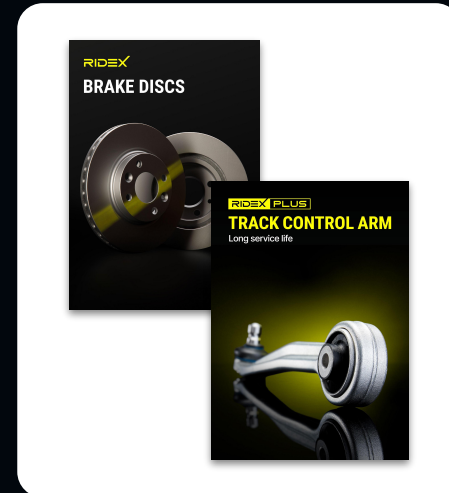
**Marketing support** to help in running your campaigns and develop your business together



**Support** available in all main languages through our personal account managers

# SALES AND PROMO MATERIALS

- **POS and trade materials:** posters, brochures, leaflets, catalogues, etc.
- **Merchandising:** t-shirts, hoodies, caps, gloves, etc.
- **Pictures, video, and animation**
- We develop custom content **on demand**





## PARTNERING WITH RIDEX IS EASY

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 QUOTE:

- 1** **Submit a request** to [sales@ridex.de](mailto:sales@ridex.de) or using the 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, and outline the 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!**