

BY + AUTODOC



BRAND STORY



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

For years, we have gathered insights from drivers across Europe, analysed component performance, and collected a wealth of customer feedback.

This knowledge became the foundation for RIDEX – a brand created 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.

With a portfolio featuring over 480 product categories and nearly 50,000 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 - the top choice in all 27 European countries



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



Extensive vehicle in operation coverage – product range covers over 95% of passenger cars on European roads



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

RIDEX IN FIGURES

480 +

product categories

50,000 +

SKUs in range

27

European countries

15,000 +

orders per day

600 +

dealers

10 M +

total customers



RIDEX IN FIGURES

19	WIDE ASSORTMENT	From basic to advanced, from sustainability to performance – we've got exactly the right products for every individual need
	PROVEN QUALITY	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	By cutting out the middlemen and operating at scale, we can deliver considerable cost savings directly to our customers
*	PRODUCT CONTENT	High-resolution images produced by our in-house studio, including 360° images and technical diagrams
	LOGISTICS SERVICES	Efficient shipping, seamless order processes, and smart integration tools for smooth operations

RIDEX BRAND FAMILY



BEST VALUE FOR MOST DRIVERS 450+ CATEGORIES

This is our primary product line, which 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, certified quality, and competitive prices have made RIDEX the top choice in 27 European countries.



RIDEX BRAND FAMILY



ADVANCED 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



ORIGINAL REMANUFACTURED PARTS

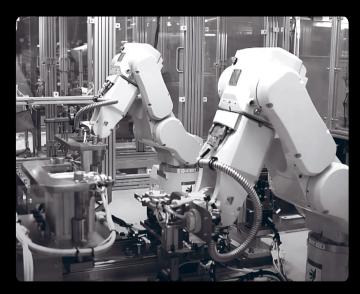
As a socially responsible company, we envision a thriving auto parts aftermarket sector, while at the same time feeling a strong responsibility to promote the smart management of the planet's natural resources.

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 approaches for developing new products
- Certified production ISO 9001 & IATF 16949 for quality management, ISO 14001 for eco-friendly production, and ISO 45001 for workplace safety
- Supplier control 100% of suppliers undergo technical documentation reviews (50,000+ drawings per year) and on-site audits
- Thorough inspection all incoming goods are inspected for possible defects
- Independent lab testing 250+ tests conducted
- Proven reliability warranty return rate of just 100 ppm



















WIDE PORTFOLIO: 480+ ACTIVE CATEGORIES

1.	Brake Discs	2 292 SKU		
2.	Brake Pads	2 490 SKU		
3.	Brake Pads	2 396 SKU		
4.	Shock Absorbers	4 154 SKU		
5.	Wheel Bearing Kits	1638 SKU	110	
6.	Track Control Arms	2 548 SKU	TOTAL TO	
7.	Alternators	1650 SKU		
8.	Clutch Kits	576 SKU		
9.	Drive Shafts	1 252 SKU	Name of the second seco	
10.	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
Steering & suspension	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



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.



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.



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 the engine's life.











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.



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.









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 order fulfilment for both EU and non-EU markets
- Inventory of more than 10 million RIDEX parts readily available
- Product availability exceeding 90%, ensuring high service levels and a reliable supply



B2B PRIORITY FULFILMENT

- Fast processing and fulfilment: 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 our Szczecin warehouse
- EU-wide delivery of parcels and 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
E-PROCUREMENT	API 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

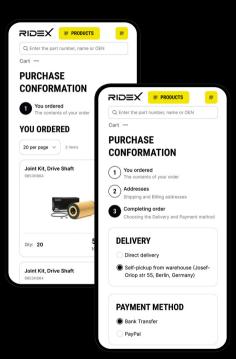
- Stock information in real time
- Full catalogue with product data, pictures, and TecDoc integration
- Order placing & information exchange
- E-returns

Main protocols

API

Functions

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



BULK ORDERS

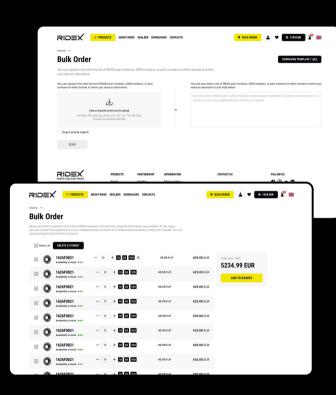
Place large orders quickly and effortlessly

BENEFITS:

- Place small or large orders with ease
- Streamline your bulk purchasing process for maximum efficiency
- Quick and simple order process with a userfriendly interface and two-step confirmation system

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 finalise the payment



WHITE LABEL AS A SERVICE

Turnkey white label solution

Sourcing: over 50,000 SKUs across 480+ product categories in stock, over 100,000 SKUs available for pre-order

Quality: factory quality inspections, legal audits, continuous outbound & inbound checks, and 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 from a personal account manager



DEDICATED BUSINESS DEVELOPMENT TEAM



You have your own account manager who is available via phone, email, and the messaging app



Dedicated team of technicians to advise you about product specifics



Marketing support to help you run your campaigns and develop your business



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, videos, and animations

We develop custom content on demand



PARTNERING WITH RIDEX IS EASY

Get on the fast track to 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.

- **Submit a request** to sales@ridex.de or using the QR code. An account manager will contact you via your preferred communication channel.
- 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.
- Make a good deal. You sell our products, and we help you boost your sales with marketing assistance and bonuses.

