

# KW automotive

## PRESS RELEASE

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## KW automotive group at Essen Motor Show 2021: Grand appearance of all KW brands together with BBS

**At the Essen Motor Show, the KW automotive group is exhibiting its innovative aftermarket and motorsport products. At the major fair from November 27 - December 5 (Preview Day: November 26), the renowned alloy wheel manufacturer BBS automotive and the off-road motorsport suspension manufacturer Reiger Suspension will be represented for the first time under the umbrella of the KW automotive Group. On the over 1,000 square meter booth in Hall 3, trade visitors and end consumers will get a preview of current product developments from KW suspensions, ST suspensions and ap Sportfahrwerke. The large KW automotive appearance is completed with the SimRacing brands Ascher Racing, RaceRoom and TrackTime. .More at [www.kwsuspensions.net](http://www.kwsuspensions.net)**

Using an innovative 3D booth concept with vehicle wall elements integrated into the booth construction, BBS and KW suspensions will be displaying their new products. While the homologated KW racing shocks are the focus in the KW booth as featured on a Porsche 911 GT3 R, visitors can find out more about the mounted light alloy wheels and their benefits at the BBS booth. The same principle also applies to the BMW M4 (G82). This coupe is equipped with a three-way adjustable KW V4 coilover kit and BBS FI-R light alloy 21-inch wheels. "With our new booth concept, we highlight the synergy between our brands KW and BBS", says Oliver Scherbaum (Sales Director KW automotive). "Finally, we are addressing the same target group with our premium brands, automobile enthusiasts and motorsport fans." We will also introduce a new KW nomenclature, which will make the customer journey to the right suspension application even easier. The clearly structured product differentiation also enables specialist retail partners to benefit in their customer consultations.

KW also offers various coilover kits for vintage cars and young classic cars. At the KW booth a BMW M3 E30 features a KW classic coilover kit and BBS RS wheels. "We already manufacture the front axle struts with forged spindles for selected KW classic applications such as the BMW E30, Porsche 911 F and G models, " explains Oliver Scherbaum. In Essen the visitors already have the chance for a first glance at the new KW V5 Clubsport coilover kit with its KW Solid Piston shocks and inverted monotube MacPherson struts. These kits are made for car enthusiasts who participate in club sport events on racetracks with road legal cars, KW will present the new KW V5 Clubsport coilover kit.

### What BBS shows at Essen Motor Show: new nomenclature

New booth, new hall, new website, new nomenclature. In four lines BBS fans can select their favorite wheels from all over the world. Excellent performance and maximum weight reduction, that is the key in modern motorsport series. BBS bundles all Five-Y-Spoke-Wheels (CI-R, FI-R and SR) under the keywords, "Performance Design". The wheels BBS CH-R, CH-R II and XR are part of the Challenge Wheel (BBS CH). This will be visible not only with the lettering on the wheel but also with the new line of the motorsport design. No matter if compact model, SUV or heavy truck, typical BBS designs for a wide range of applications and with appropriate heavy loads can be found with Utility Design (models CC-R, TL-A and SX). Whereas BBS LM and Super RS are timeless classics, they have characterized the design which will be found under Classic Design category.

### Over 2.000 hp at ST suspensions: extended customization program

ST suspensions extends its product portfolio and debuts its ST XTA plus 3 for the first time at Essen Motor Show. Like all ST springs and coilover kits, the new 3-way adjustable ST XTA plus 3 can be ordered with a customized spring color and personalized text. In addition, ST offers different spring packages with other spring rates optionally for its ST XTA and XTA plus 3 coilover kits. The 1.050 hp BMW M4 (G82) from the Red Bull Driftbrothers Elias and Johannes Hountondji and the 1.200 hp Nissan GT-R from Steve "Baggsy" Biagioni will be the show cars on site.

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## Off-road expertise in every area: KW automotive and Reiger Suspensions

The off-road experts from Reiger Suspension will be represented for the first time under the umbrella of the KW automotive group at the PS Festival in the Ruhr region. For years, motorsport customers from Reiger have dominated the Dakar Rally. In the overall classification of this year's Dakar, vehicles equipped by Reiger exclusively occupied top positions among the first five. Numerous drivers such as Stéphane Peterhansel, Nasser Al-Attiaya, Carlos Sainz have been relying on the off-road competence from the Netherlands for years. At the Essen Motor Show, KW and Reiger will show the first joint new developments for off-road vehicles. In addition to a Ford Ranger, a Jeep Gladiator will also be on display.

## Awarding of the KW sports trophy: Award for the KW motorsport customers

As part of the event, KW traditionally awards its motorsport customers competing in the Nürburgring Endurance Series (NLS), the "KW Sportpokal", which comes with non-cash prizes worth over 10,000 euros. In addition to the success in the NLS, KW's motorsport customers were very successful: For example, Manthey Racing once again won the Nürburgring 24h race with its Porsche 911 GT3 R. In the GTD championship of the US IMSA series Weathertech SportsCar Championship, Laurens Vanthoor and Zacharie Robichon from the Pfaff Motorsports customer sports team won. While the Munich-based Porsche team SSR Performance was runner-up in the ADAC GT Masters, students from Esslingen University of Applied Sciences triumphed in Formula SAE.

## SimRacing connects virtual racing and motorsports

The eSports brands of the KW automotive group show how close the world of motorsports and SimRacing are. The focus is on the 3Motion simulators from TrackTime, high-end steering wheels from Ascher Racing, as well as RaceRoom software solutions for consumers and international eGaming competitions from car manufacturers and motorsport organizers.

About KW automotive:

The KW entrepreneurial group includes the suspension manufacturer KW automotive with its brands KW suspensions, ST suspensions, ap Sportfahrwerke, as well as the SimRacing brands TrackTime and Ascher Racing. With its immense suspension portfolio, state-of-the-art production technology and its development and test center, KW successfully operates in all markets for more than 25 years. Over the past years, KW automotive has developed over 16 distinct damping technologies in order to fulfill its own requirement of supplying "the perfect suspension for every demand". Beside its core business, the development and production of manually and adaptively adjustable coilover kits and other suspension components for the aftermarket as well as the range of accessories of various automobile manufacturers in the premium segment, the business field of original equipment for special models and super sports cars of the automotive industry is developing tremendously positively for the German suspension manufacturer. Since KW is a development partner of sophisticated controlled suspension systems, the manufacturer disposes of the entire product portfolio of hydraulics, electronics, sensor technology, control units and damper control systems as well as the necessary know-how for the application and tuning of complex vehicle performance systems from a single source. KW has become an indispensable part of customer motor sports throughout the past years and produces homologated racing dampers and suspensions for a constantly growing number of racing cars of several manufacturers. Software and hardware solutions are further business segments as well as events for virtual motor sports in the scope of the brand RaceRoom. Equally, the suspension manufacturers AL-KO Damping Unit, Belltech and Reiger Suspension as well as the alloy wheels manufacturer BBS are brands of the KW entrepreneurial group. [www.kwsuspensions.net](http://www.kwsuspensions.net)

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