

RUVILLE sets new standards for engine, chassis and service – The system specialist stands out due quality beyond the product itself

The RUVILLE brand defines itself as a competent partner – far beyond the mere replacement part. As one of the leading specialists in the global trading in automotive spare parts – the traditional Hamburg company therefore stands for innovative quality within the Schaeffler Group – far beyond the pure product. Systematic quality management is used at all levels and all areas on the basis of zero-defect thinking, with structured and clear processes. Based on extensive analysis of the passenger car and commercial vehicle market and the ever-changing customer needs, Egon von Ruville GmbH promotes the development of the latest modular spare parts with scientific precision and in collaboration with renowned institutes. In this process, just fewer than 170 employees are currently optimising the comprehensive portfolio of over 25,000 products. The aim is to optimise repair work in workshops in such a way that the results will be more rational and always free of errors – with customer-oriented products and the smooth flow of goods through improved supply availability in OE quality for all standard European and Asian models

The system specialist RUVILLE is familiar with the market requirements, it knows exactly what its customers need and hence the real needs of motorists and carriers in terms of safe mobility. "On the German and international market for passenger cars' and commercial vehicles' spare parts, highly integrated systems are the ultimate benchmark nowadays," says Georg Wallus, Managing Director of business operations at Egon von Ruville GmbH in advance of this year's trade fair "Automechanika" from 14th to 19th September 2010 in Frankfurt am Main, Germany, adding: "Because the technology used in modern vehicles evolves from generation to generation, ever higher demands are raised on the ever-growing global spare parts market." RUVILLE was quick to recognise the changing times and therefore provides its customers with fast and reliable integral solutions by providing single components and repair kits for chassis and engines in passenger cars and commercial vehicles. Starting from axle boot sets, engine and gearbox mounting, strut mounting, wheel bearing sets and water pumps to steering and chassis components - whether as an individual part or component of a kit. Georg Wallus: "We do not only see ourselves as a range optimiser, but also as a system specialist that creates attractive spare parts programs for the trade, both for wholesalers and workshops!" Our future actions will therefore focus on

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the further development of the know-how transfer for more customer focus. This way, all national and international partners are guaranteed an innovative system and engineering expertise at all levels.

Based on the experience with the manufacturing of wheel bearing sets in the automotive aftermarket, RUVILLE has continuously evolved into a developer and configurator of highly integrated repair and kit systems thanks to the creativity and expertise of its product managers. As a provider of next-generation products and system solutions for engines, gearboxes and chassis, the system supplier founded in 1922 in Hamburg, Germany has now integrated processes at all stages of product development - from development to manufacturing. Central group-wide functions within the Schaeffler Group also open more synergies that guarantee national and international customers the highest quality in series, thus making the group a strong partner pool of workshops, trade and end consumers.

Since 2008, RUVILLE also offers spare parts for commercial vehicles and has since continuously expanded its offer of steering parts, water pumps and tension rollers. Also in this business segment, the traditional Hamburg company and its product managers prioritise the quality of the product range in addition to the functionalities for enhanced driving dynamics, comfort and safety or the possibility of a simplified parts allocation by means of a specially designed CV database. "In the highly competitive field of commercial vehicles, one can only score points with market-driven and comprehensive repair solutions, if these products are subject to stringent quality controls.," says Georg Wallus. "That's why we also work here - as with all new product lines added to the program - in close cooperation with RWTH Aachen or put these components to test by the German company Germanische Lloyd Prüflabor GmbH to ensure the qualification. The safeguard and ongoing development of the high quality level for all company services as well as the certification with the model of process-orientation in accordance with DIN EN ISO 9001:2000 are therefore not only RUVILLE's corporate philosophy, but a matter of course in the sense of the customer. Because only a systematic quality management at all levels, with structured and clear processes, can allow meeting the ever-increasing market requirements while guaranteeing that each spare part and each component - be it in the PC or CV segment - always represent the latest development status.

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"Our customers in over 100 countries value this quality management," says Katja Rehlen, Head of Business Development and Marketing." The sophisticated planning and order processing by our approximately 170 employees is based on perfect logistics on over 8,000 m² surface area with 25,000 running meters of area for small parts storage and an overall capacity of 5,200 pallet slots. This allows RUVILLE to keep over 170 water pump kits for its international customers in the PC segment for example, 55 of which include a thermostat as well as approximately 4,000 parts in the chassis program. RUVILLE modern enterprise resource planning system, which guarantees an increased supply availability and fast order processing in addition to optimised information flows round the clock. Thus the practised, individual and flexible packaging capacity is more than 22,000 parts per day. And it is not for nothing that RUVILLE and the international Schaeffler Group were first awarded the prestigious industry distinction "Supplier of the Year" by Autodistribution International (ADI) in 2009.

Support is also provided by constantly updated catalogues and the ongoing inventory of all PC and CV product data in the electronic automotive parts catalogue TecDoc. Each quarter, all parts data with the respective reference numbers to the OE parts are made available in 18 languages to wholesalers and workshops on CD-ROM/DVD.

Perfect data, for which RUVILLE and the Schaeffler Group were jointly awarded the TecDoc seal of quality "Certified Data Supplier" for the 14th time in a row in 2009 for outstanding performance in data maintenance. The use of business-to-business platform TecCom also allows the fast online ordering of spare parts and guarantees smooth process cycles between the part manufacturers and wholesalers. RUVILLE customers can therefore manage invoicing processes in addition to orders and delivery notification, carry out inquiries about the availability of components or place express orders directly.

RUVILLE also ensures service quality and customer focus on the Internet through interactive online communication - with customised information for regional, national and international customers. With a range of specific search criteria, the required spare part cannot not only be identified quickly, but also accurately and according to the needs. In addition, interested users can find daily updated information on the product range, from axle boot sets, engine and gearbox mounting, strut mounting, wheel bearing sets, water pumps, steering and chassis components as well as all news about RUVILLE and top news from the entire Schaeffler Group.

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And another important point: A large number of international vehicle manufacturers and nearly unmanageable varieties of models and type series also constitute a great challenge for training and advanced training. Because today, repair procedures do not only significantly vary from manufacturer to manufacturer, but also from model to model within a manufacturer's group. As a competent system and trade partner, RUVILLE increasingly supports its customers and their partner workshops in the staff training. The broad and extensive range of training and instruction measures supports and increases the customer satisfaction of workshops, motorists and carriers, in addition to technical expertise, identification of the correct part and the quantity of spare parts needed.

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