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NTN Europe announces its brand new industrial partnership with LTM

On December 7, NTN Europe announced its brand new industrial partnership with LTM of the Mecatech Group. The latter will mobilise all of its shock absorber production capacity and industrial and technical expertise to deliver material to the worldwide leading automotive supplier in support of its January 2024 market launch.

Already renowned for its mastery of the wheel, drive shaft and suspension assembly, which ensures the running gear's road handling function, it was only natural for NTN Europe to turn to the shock absorber market to grow its product portfolio. Europe's leading manufacturer of original equipment and aftermarket suspension kits is more than familiar with the constraints imposed by the world's major automakers, with whom it collaborates on suspension system technology.

To guarantee the success of this project, NTN Europe has partnered with LTM in full appreciation of the strengths that built its reputation and the values that both partners share. LTM is a company with high-performance industrial facilities, outstanding agility, unsurpassed technical know-how, and a perfect command of what makes the aftermarket unique. Their ideal fit and mutual respect will enable these two players to market a range of shock absorbers that satisfies NTN Europe's requirements as a premium automotive supplier while benefiting from the logistical continuity of LTM's Eurocentric network.

"Since 2021, NTN Group has continued to pursue its ambitious development by tailoring its global strategy to the growing aftermarket. And it was in the context of this robust dynamic that we solidified our partnership with LTM. It enables us to launch a range of high-quality shock absorbers while safeguarding the technical and technological mastery of our products, and at the same time rigorously applying demanding OEM-quality processes to maintain our position as a premium supplier," remarks Christophe Idelon, Vice-President Automotive Aftermarket at NTN Europe.

"We're very pleased that NTN Group has placed its trust in us through this industrial partnership," declares Abdesslem Ben Ayed, Chief Executive Officer of Mecatech, the parent company of LTM. *"This collaboration will allow us to realise excellent synergies. It's a chance for us to benefit from NTN Europe's commercial strength and from its expertise as a Japanese OEM to grow our production capabilities."*

Specifically, this pairing will give rise to a range of more than 800 new part numbers for gas shock absorbers that will complement SNR brand suspension kits. The supplier's focus on this technology serves as a guarantee of both quality and ease of installation for garages, all while ensuring an optimal level of comfort and safety on the road. The range is designed to satisfy all of the demands of the EMEA region (Europe, Middle East and Africa) and to cover more than 80% of registered vehicles throughout Europe.



It will also benefit from the high quality of service provided by NTN Europe. The manufacturer's French logistics centre serves the entire EMEA zone, where it is very well established with an extensive territorial network. The shock absorbers are delivered in robust, optimised packaging that protects them on their journey from NTN Europe's logistics centre to their final destination at the end customer. Last but not least, the manufacturer will also accompany this launch with wide-ranging technical support for its customers along with an ambitious communication plan.



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