

OP ■

BRAND PROFILE



BE YOUR WAY

- 04. AMBITION
- 06. EXPERIENCE
- 08. GENIUS
- 12. VALUE
- 16. INFORMATION
- 18. DYNAMISM
- 20. SHARING
- 22. DIFFUSION



AMBITION

Resourcefulness and genius are the founding values of Open Parts. Every day we take one more step towards the perfect product to become the trademark of your professionalism.

From the very beginning, we chose to support repairers and spare parts dealers in their daily work. That is the aim of Open Parts products. In the past years, we have grown and evolved to let OP become a solid brand of quality. With the same determination, today, we approach the future: developing new processes, improving existing ones and looking ahead with curiosity to create the perfect tools for your work.

mark your choice, be your way.



■ EXPERIENCE

Open Parts is the natural evolution of the great experience of EXO Automotive, Italian company based in Padua successfully working in the aftermarket spare parts market for thirty years.

Open Parts' journey began in 2005, becoming in a brief time a recognised benchmark in premium aftermarket products. Since then, we constantly research and add new components to our range to offer the customers an increasingly varied and complete choice.

In Italy and abroad, OP range expresses the attention that we dedicate to every phase of the life cycle of the spare part, from manufacturing to installation on the vehicle.

■ GENIUS

Much more than the perfect fusion of metal, technology and precision, Open Parts is a sign of your genius.

The best product is the result of many factors: advanced technology and high-quality materials, combined with the experience gained over time, along with the skills of professionals.

For OP, all this means clearly defined processing phases covering the entire life cycle of automotive spare parts. The choice of high-performance and very resilient materials pairs with state-of-the-art production technologies based on automated systems to optimise manufacturing processes and make OP products flawless spare parts.

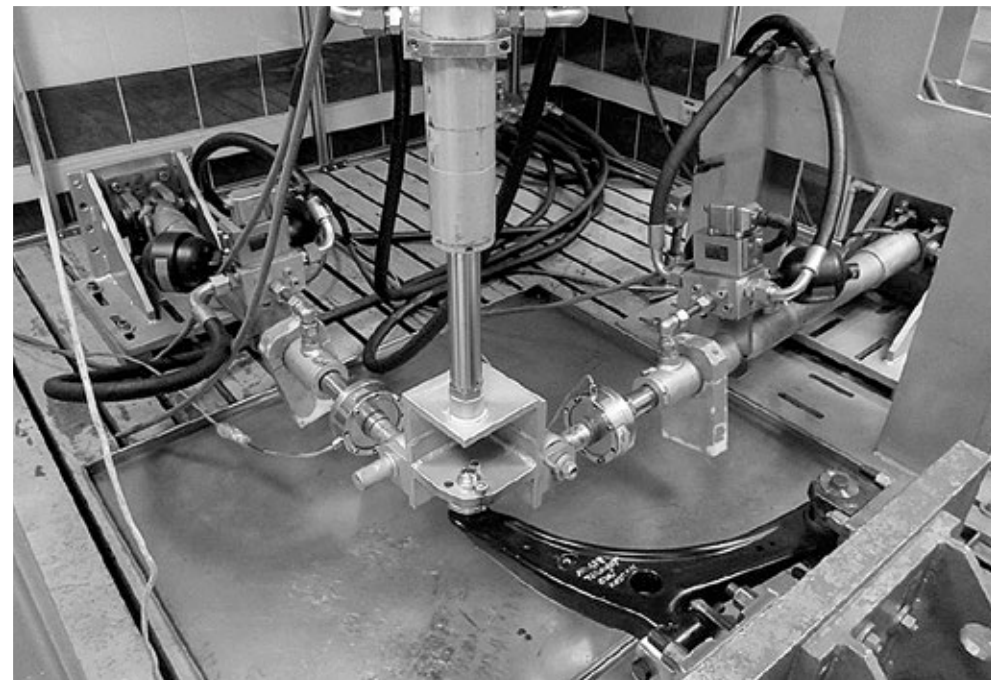
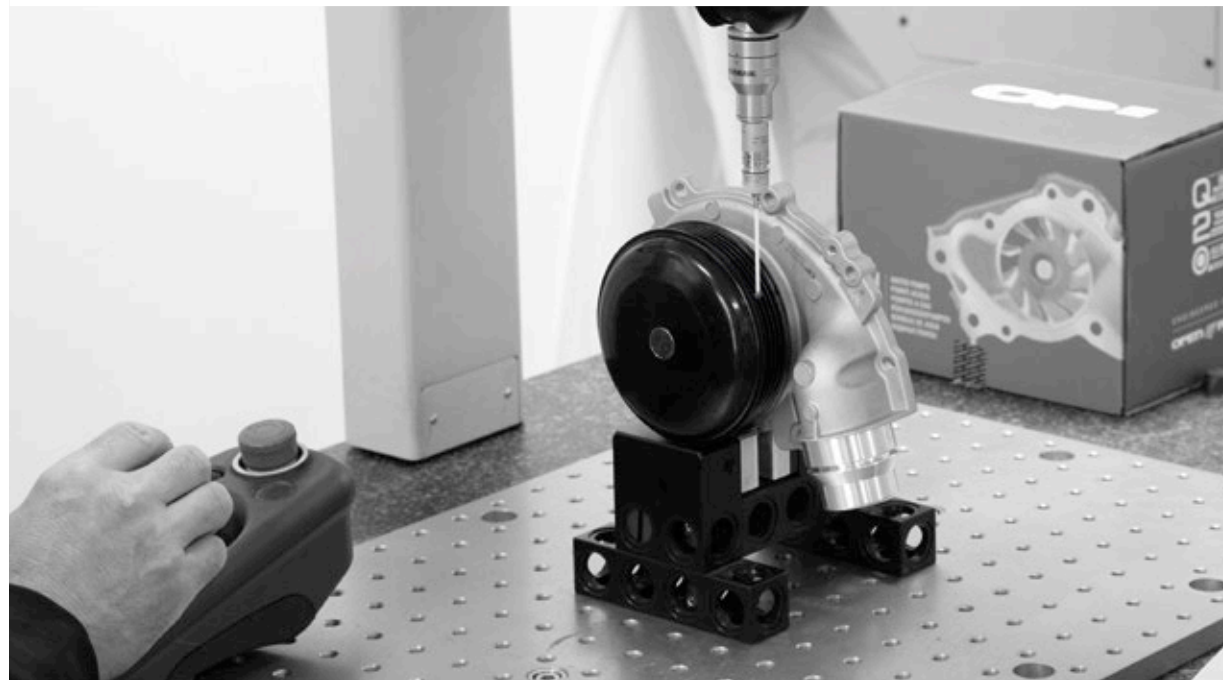


Dedicated laboratories check the features of the products throughout the manufacturing stages, to guarantee their safety and quality long before selling. Cutting-edge technical instruments help us to carry out precision checks so that each part impeccably performs its functions.

The qualitative resistance and durability tests are the same as those performed by OE and they are carried out on the entire production line, both on the test bench and on the road.

Our laboratory performs sample checks on incoming materials and the necessary measurements and quality controls to ensure an optimal final product, ready to be distributed. Finally, highly specialised staff also carries out verifications on the specific request of our customer.

The elements to achieve the perfect job are all there; the finishing touch is up to your talent.



E ECE R-90



■ VALUE

Those who really love their work can only expect the best: for this reason, EXO guarantees that each single OP part equals the parameters of the original equipment.

Behind every single Open Parts item there is the certainty of a product certified by the IATF 16949:2016 standard which ensures the respect of technical specifications and production standard provided by the manufacturer, and compliant with Directive (EU) No. 461/2010, defining the parameters of spare parts of Equivalent Quality to the original. Furthermore, OP brake components are type-approved according to the European ECE-R 90 (UNECE Regulation No 90), for UNECE 13 or UNECE 13-H vehicles.

Finally, all business processes implemented to ensure the services and products' reliability comply with the standards of the international certification TUV EN ISO 9001: 2008, confirmed and updated in 2018 to TUV EN ISO 9001: 2015.

The ultimate solution for the car maintenance.



INFORMATION

A high-performance finished product is surely reliable, but it is only through the proper spread and sharing of its features that it can make a difference.



DATA SUPPLIERS



To the tangibility of the finished piece, we add the potential of the website www.openparts.it: a tool providing the assistance needed to improve our customer's work, including datasheets and videos with instructions for use, commercial and operational tools.

An online product catalogue is also available, constantly updated with technical specifications and drawings, retail prices and the possibility of searching for the necessary spare part starting from the car brand/model, the type of product or OP Code.

The screenshots show the OP website interface for searching and viewing technical specifications for brake components. The first screenshot shows search filters for 'Wiper Blade' and 'Brake Disc'. The second screenshot shows a comparison table for two brake pad sets. The third screenshot shows the detailed technical specifications for a specific brake pad set (BPA1667.00).

	BPA1667.00	BPA1668.00
Code	BPA1667.00	BPA1668.00
Price	146,00	61,00
WIDTH [MM]	154,0	129
HEIGHT [MM]	74,2	61,8
THICKNESS [MM]	13,8	16,8
WIDTH 2 [MM]	154,0	-
HEIGHT 2 [MM]	74,2	-
THICKNESS 2 [MM]	13,8	-
WVA NUMBER	23881	23887
VIBRATION	with vibration damper	with vibration damper
WEAR WARNING CONTACT	prepared for wear indicator	prepared for wear indicator
FITTING POSITION	Front Axle	Rear Axle
WARRANTY PERIOD	-	483186,00

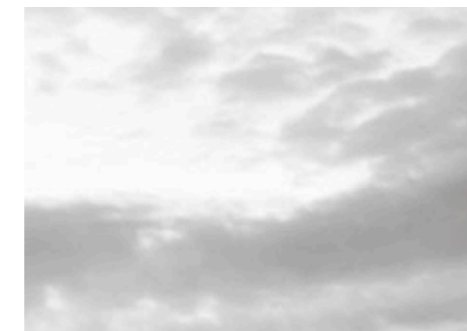
Parameter	Value
WIDTH [mm]	154,0
HEIGHT [mm]	74,2
THICKNESS [mm]	13,8
WIDTH 2 [mm]	154,0
HEIGHT 2 [mm]	74,2
THICKNESS 2 [mm]	13,8
WVA NUMBER	23881
VIBRATION	with vibration damper
WEAR WARNING CONTACT	prepared for wear indicator
FITTING POSITION	Front Axle

■ DYNAMISM

Dynamism is more than just speed: it is the timely intervention at every stage of work, that operation that allows the end-result to become what one has imagined.

To improve the purchasing experience, we support and analyse the specific needs of each customer through dedicated tools and actions:

1. Extremely accurate and attractive packaging and image, designed to emphasise exclusivity, refinement and quality in every aspect.
2. EW2YEARS: a two-year extended warranty service, covering the entire OP range from the moment of sale to the car repairer.
3. A central warehouse of over 11,000 m² of surface area equipped with an integrated logistics system that guarantees order management within 24-48 hours for Italy and 72 hours for Europe.
4. Analysis of product consumption to make stocks adequate to Customers sales potential.
5. Technical-commercial training carried out by our salesforce and internal staff to respond effectively to customer requests and any doubts.
6. Dedicated marketing actions, shared and developed on the needs of the customer's target market.



■ SHARING



It is through the people that every day promote OP that we can communicate the quality of our products.

Quality is not only defined by product performance, but it is also evaluated on the variety and the efficiency of the services offered; which is why we have always focused on developing a trustful relationship with our customers.

A constant share of information is necessary to ensure always prompt and customised services as well as new projects.

In this view, we created Open2Store: a network of authorised resellers, spread all over Europe, carefully selected to promote the quality of the whole OP range.





DIFFUSION

To give real support to those who chose OP, it is important to be always present and ready to react to the market changes.

Over the past years, OP brand awareness has been consolidated nationwide in Italy as well as abroad. Through a network of depots in Italy and the Open Partners - official distributors of the brand in 19 Countries - OP spare parts reach dealers throughout Europe, always supported in their daily work by our dedicated services.

distributed in over

20

countries

over

5.000

retailers in Europe

web catalogue

TecAlliance
Certified Data Supplier

international data supplier

over

13.000

parts numbers

over

40

product lines

2 YEARS WARRANTY
ew2years.com

Q OE MATCHING QUALITY

covering over

95%

of the European car's fleet

over

60.000

repairers choose OP every day

traceability information marked on the product

E ECE R-90

EU type-approval



OPEN PARTS by
EXO Automotive Spa
via San Marco, 11c - int.69
35129 Padova Italy
T +39 049 744 99 70
F +39 049 744 99 71
info@exoautomotive.it
exoautomotive.com

