



## *News Release*

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***FOR IMMEDIATE RELEASE***

**BENDIX MAKES STOREHOUSE OF DIGITIZED PRODUCT DATA AVAILABLE TO  
CHANNEL PARTNERS FOR USE ON E-COMMERCE SITES**

*Product Data and Photos by Part Number Are Free of Charge and in Easy Reach  
through Secure OptiCat OnDemand Portal*

**ELYRIA, Ohio – Jan. 23, 2020** – Bendix Commercial Vehicle Systems LLC (Bendix) has partnered with OptiCat LLC to distribute digital product data and photographs securely to its channel partners for use on e-commerce platforms. This information – accessible by individual part numbers – is now available upon request using the OptiCat OnDemand customer portal. The tool is free of charge to all Bendix-authorized channel partners.

Once registered via the self-enrolling online access, Bendix channel partners are provided with data that conforms to industry standards, including unique high-resolution product photos; VMRS (Vehicle Maintenance Reporting Standards) codes; product relationships (service new, reman, spare kits); as well as weights and dimensions, among other information.

The initial data set, in excess of 26,000 parts, spans the full Bendix product portfolio. As Bendix continues to enrich its digital data and release new parts to the market, notifications will automatically be sent to each channel partner so they can schedule updates to their e-commerce sites.

“Our channel partners can have confidence in the data because it is coming straight from Bendix,” said Marylou Hornung, Bendix director of sales operations. “We’re pleased to partner with OptiCat. Their one-stop shop tool provides our channel partners with exactly the

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right information – ensuring that end users are getting what they need. Ready access to this information aids business growth by increasing the efficiency and effectiveness of counter professionals, salespeople, and the entire distributor/dealer operation.”

OptiCat, based in South Jordan, Utah, provides a network of product data validation, distribution, and assessment programs designed to optimize suppliers’ data and its distribution to the marketplace. These programs help suppliers improve trading partner relationships, eliminate catalog errors, reduce information processing costs, and speed cataloging information to global markets in near real time.

“For Bendix, this is another step in our long-term e-commerce strategy and a significant stride for our channel partners,” Hornung said. “We are committed to serving the needs of our valued distributor/dealer network – and the broader aftermarket industry – by helping them build their business through parts coverage, convenience, training, and support. With all of our partners in the aftermarket, we are shaping tomorrow’s transportation, together.”

The company advises its channel partners to contact their Bendix account manager to learn more.

### **About Bendix Commercial Vehicle Systems LLC**

Bendix Commercial Vehicle Systems, a member of the Knorr-Bremse Group, develops and supplies leading-edge active safety technologies, energy management solutions, and air brake charging and control systems and components under the Bendix® brand name for medium- and heavy-duty trucks, tractors, trailers, buses, and other commercial vehicles throughout North America. An industry pioneer, employing more than 3,200 people, Bendix is driven to deliver solutions for improved vehicle safety, performance, and overall operating cost. Contact us at 1-800-AIR-BRAKE (1-800-247-2725) or visit [bendix.com](http://bendix.com). Stay connected and informed through Bendix expert podcasts, blog posts, videos, and other resources at [knowledge-dock.com](http://knowledge-dock.com). Follow Bendix on Twitter at [twitter.com/Bendix\\_CVS](https://twitter.com/Bendix_CVS). Log on and learn from the Bendix experts at [brake-school.com](http://brake-school.com). And to learn more about career opportunities at Bendix, visit [bendix.com/careers](http://bendix.com/careers).

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