



News Release

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BENDIX ENHANCES E-COMMERCE TOOLS AT B2BENDIX.COM

*New Website Capabilities Deliver Speed, Accuracy, and Convenience
to North America's Commercial Vehicle Aftermarket*

ELYRIA, Ohio – Jan. 24, 2022 – The commercial vehicle aftermarket runs on speed, accuracy, and convenience. And with added capabilities that improve all three, B2Bendix.com – the e-commerce platform of Bendix Commercial Vehicle Systems LLC (Bendix) – is now even better equipped to help customers and partners provide the right parts quickly and easily, keeping North America's trucks and their drivers rolling safely.

"When we launched B2Bendix last year, we knew it would change some long-standing ways that people interact with Bendix when it comes to ordering and delivering aftermarket parts," said Marylou Hornung, director of sales operations for Bendix. "It was a big step taken in direct response to requests for more online options – and the enhancements we've implemented since then reflect a continuous emphasis on listening to what our customers need and providing them with even greater usability, more information, and vital resources."

Bendix is the North American leader in the development and manufacture of active safety, air management, and braking system technologies for commercial vehicles. B2Bendix.com features high-resolution, 360-degree views of more than 9,000 Bendix products, kits, and related service items. It delivers streamlined product searches, accelerated ordering, online warranty and core services, and the opportunity to readily verify genuine parts.

Speeding Up Downtime

Vehicle downtime directly impacts the bottom line, so several B2Bendix.com improvements are aimed at minimizing the time it takes to get the right repair information or locate the correct part. There's a new Bendix Diagnostic Trouble Code (DTC) search, for example, as well as a section where site visitors can download select software packages for the SmarTire® Tire Pressure Monitoring System (TPMS) or the Bendix® Wingman® Fusion™ system radar. Bendix has also made it easier to find the right part more quickly by making it possible to search for partial part numbers and compare up to four products at a time.

"This way, if a customer is looking for a relay valve, they can compare characteristics like crack pressure and body configurations or easily see the differences between a new and remanufactured product, side-by-side," Hornung said.

B2Bendix.com also now provides logged-in customers with up-to-date product availability on any order before it's placed, allowing them to plan for partial orders and follow-ups. It's also easier to find nearby authorized Bendix dealers and distributors using embedded maps functionality, and to report issues for addressing through a web ticketing system.

Power Tools for Partners

Dealers and distributors also now have the capability to add their own part numbers to B2Bendix.com's searchable catalog, again making things simpler for their teams and customers, and saving them the trouble of finding the Bendix number. Bendix channel partners will also find a more robust offering of data and part characteristics now available through the OptiCat OnDemand customer portal. Additionally, B2Bendix.com can now handle and track returns through the system without requiring a phone call.

B2Bendix.com's Brake Application Form enables logged-in OEM customers to reach out to Bendix for engineering assistance to help select the correct air disc brake or drum brake for their new application. A Bendix engineer reviews the application and provides the Bendix-rated pad and drum part numbers.

"The site's ease of use has helped its continuous growth and popularity, and we're working on even more enhancements, including simplified core returns, warranty improvements, search functionality improvements, and continuously strengthened cross-reference accuracy," Hornung said. "Whatever it takes to support the companies, teams, and people who never stop working to keep the men and women behind the wheel safe, Bendix is there with solutions and support – quickly, easily, and accurately."

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About Bendix Commercial Vehicle Systems LLC

Bendix Commercial Vehicle Systems, a member of Knorr-Bremse, 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 4,100 people, Bendix – and its wholly owned subsidiary, R.H. Sheppard Co., Inc. – is driven to deliver the best 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. Stay connected and informed through Bendix expert podcasts, blog posts, videos, and other resources at knowledge-dock.com. Follow Bendix on Twitter at twitter.com/Bendix_CVS. Log on and learn from the Bendix experts at brake-school.com. And to learn more about career opportunities at Bendix, visit bendix.com/careers.

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