



BPW genuine spare parts can be identified quickly and precisely in the revamped online shop for spare parts dealers.

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## Ordering commercial vehicle parts faster, more easily and more accurately: this is what the BPW web shop exclusively offers spare parts dealers

- Proven online ordering platform exclusively for spare parts dealers has been completely redesigned
- Comprehensive product information, availability and price at a glance
- Intelligent search function: never forget related items again
- Matthias Stooß: 'The new shop system saves time and offers

**greater certainty'**

**Speed, precision and availability are what count in the commercial vehicle spare parts business. This is precisely where BPW's revamped web shop comes in: thanks to intelligent functions, day-to-day activities for commercial vehicle spare parts dealers are made easier. But what makes a really good B2B online shop for this industry?**

Wiehl, 3 December 2024 --- BPW, a supplier of commercial vehicle components, has completely overhauled its web shop exclusive to spare parts dealers. The new version, which is available on the My BPW customer portal since 1 December, offers clever improvements that make the purchasing process more intuitive, faster and more secure. Registered spare parts dealers will find the new functions available automatically at: [www.my.bpw.group](http://www.my.bpw.group). 'Our aim was to make the ordering process for commercial vehicle spare parts as efficient as possible,' explains Matthias Stoof, Head of OES aftermarket at BPW. 'We have worked closely with our trading partners to understand their specific needs and to implement them in practical solutions.' The new shop is centred around an extended search function that makes it possible to identify BPW genuine parts quickly and accurately.

Comprehensive technical data is provided for each product. In addition to availability and price, the product weight is now also displayed. 'Our customers need to be confident that the parts they order not only fit, but are also available immediately,' explains Stoof. 'Thanks to our new shop, they can see that at a glance.'

A new function also displays complementary products, such as the appropriate grease for a selected brake. This should prevent key parts from being forgotten or ordered incorrectly. BPW will add further practical functions to the new web shop step by step: soon, regularly ordered items will be accessible directly via a watch list or the order history. This will make the purchasing process easier for regular customers in particular. We are also planning a feature that will allow you to compare the technical data of parts directly.

The new web shop is initially available in ten languages, other versions are in progress. Alongside BPW genuine spare parts, [remanufactured brake calipers](#) from the new BPW Reman Line are also available. 'We believe this tool will give our trading partners a real competitive edge,' summarises Matthias

Stoof. 'In an industry where every minute counts, our new web shop makes all the difference.'



### **About BPW Bergische Achsen Kommanditgesellschaft**

*BPW Bergische Achsen KG is the parent company of the BPW Group. With around 1,500 employees, including around 100 trainees, the family-run company has been developing and producing complete running gear systems for truck trailers and semi-trailers at its headquarters in Wiehl since 1898. BPW's technologies include axle systems, brake technology, suspension and bearings. BPW's trailer axles and running gear systems are in use in millions of vehicles around the world. An extensive range of services also provides vehicle manufacturers and vehicle operators with the opportunity to increase economic efficiency in their production and transport processes. [www.bpw.de/en](http://www.bpw.de/en)*

### **About the BPW Group**

*The BPW Group researches, develops and manufactures everything needed to ensure that transport keeps moving and is safe, illuminated, intelligent and digitally connected. With its brands [BPW](#), [Ermax](#), [HBN](#), [HESTAL](#) and [idem telematics](#), the company group is a preferred system partner of the commercial vehicle industry around the globe for running gear, brakes, lighting, fasteners and superstructure technology, telematics and other key components for trucks, trailers and buses. The BPW Group offers comprehensive mobility services for transport businesses, ranging from a global service network to spare parts supply and intelligent networking of vehicles, drivers and freight. The owner-operated company group currently employs around 6,830 staff in 27 countries and achieved consolidated sales of 1.745 billion euros in 2023. [www.bpw.de/en](http://www.bpw.de/en)*

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