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# Mercedes-Benz StarParts

Double your revenue  
opportunity with older  
vehicles.

Mercedes-Benz StarParts. Now for both  
the workshop and parts business.

Mercedes-Benz



# Mercedes-Benz Parts. 3 product lines. 1 goal: Satisfied customers.

The comprehensive parts portfolio for both the workshop and the parts business.



- Highest quality and safety standards.
- Specially developed, tested and approved for Mercedes-Benz vehicles.
- Uniform warranty processes and regulations.

Now also  
for the parts  
business!

## StarParts

- Maintenance and wear & tear parts for specific older vehicles.
- Quality at an attractive price. Aligned with the current vehicle value.

▶ Your offer for price-sensitive customers at attractive margins.

## Genuine Parts

- Full parts range covering all Mercedes-Benz vehicles.
- Highest quality standards in terms of handling, comfort and durability.

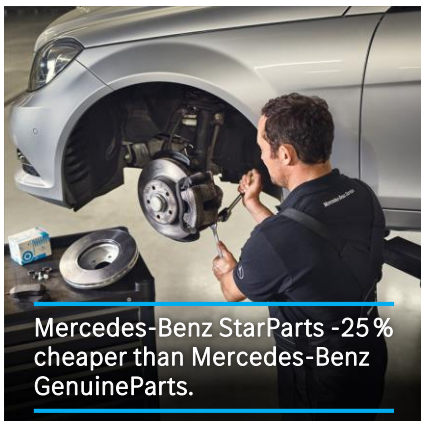
▶ Your offer for premium customers at the highest margins.

## Genuine Reman Parts

- Complex, remanufactured parts for specific older vehicles.
- New part quality at attractive prices.

▶ Your offer for price-sensitive customers at attractive margins.

# Double the revenue opportunity with Mercedes-Benz StarParts:



## Workshop

Increase your revenue by securing business from customers with older vehicles through the provision of attractive service offers.

Mercedes-Benz StarParts can be combined with service concepts such as the loyalty programme Service Select or individual service packages, thereby improving the dealer margin.

MERCEDES-BENZ  
SERVICE SELECT



## Parts business

Increased revenue opportunities with price sensitive independent workshops through the provision of competitive pricing offers on both maintenance and wear & tear parts.

StarParts are 100% Mercedes-Benz parts offered at a fair market price based on the current vehicle value. Utilise StarParts to achieve your full market potential in the wear & tear parts business.

Create additional business with price sensitive independent workshops via a highly competitive pricing strategy.

For further information on StarParts and its use in the workshop and parts business, please refer to the appropriate training offer from Global Training on StarParts, Service Select and the parts business.

# The perfect **win-win-win** situation.

Mercedes-Benz StarParts – the final component of a holistic parts sales strategy.



## **Win number one.**

Attractive conditions for service concepts in your workshop.



## **Win number two.**

Complementary building block for profitable additional sales in the parts business.



## **Win number three.**

Price-sensitive Mercedes-Benz drivers get brand quality at an attractive price.

# Mercedes-Benz StarParts. A program with growth potential.

The current Mercedes-Benz StarParts range includes the most common parts in the area of maintenance and wear & tear.

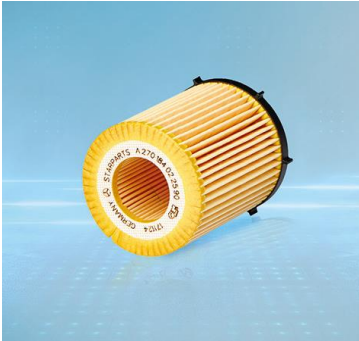
Brake discs



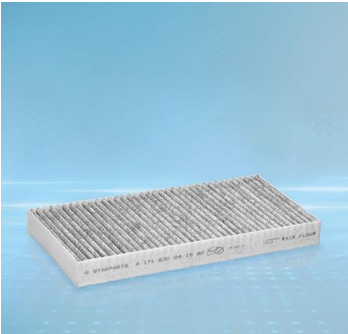
Wiper blades



Oil filters



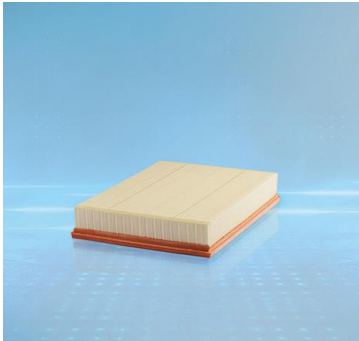
Cabin filters



Brake pads



Spark plugs



Air filters



... to be continued ...



Currently available for the following models:\*



**Compact**

W169, W176, W245, W246, C/X117, X156



**Upper mid-range**

W/S/CL203, W/S/C/X204, C/A209, W/S211, C219, W251, W/S212, C/A207, C/X218



**SUVs/sports cars**

W/X164, R171

\*For the common vehicle model types, excluding AMG models.

# Mercedes-Benz StarParts. Cost efficient. Design efficient.

The quality standard at Mercedes-Benz StarParts is significantly higher than that of independent parts suppliers. Your customers can rely on the comprehensive product knowledge and many years of experience of Mercedes-Benz.

Mercedes-Benz StarParts are specially developed for selected model series and guarantee a high level of functionality and precise fit. The parts meet the stringent Mercedes-Benz quality and safety standards, which go far beyond any legal requirements.

Our engineers develop Mercedes-Benz StarParts in a certified development and approval process without compromising on safety.

The price advantage is realised through the use of alternative materials, the reduction of additional functions (e.g. elimination of the wear indicator on the wiper blade) and the targeted standardisation of variants.

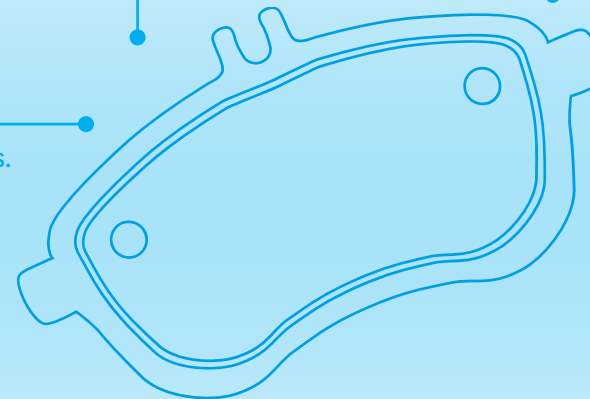
## Selling point: using the example of a brake pad.

### New development of combined performance brake pads for sport, ECE and NAO variants.

- Tailor-made for older vehicles with optimal precision in terms of function and fit.

### Clear DEKRA test winner in comparison to competitors.

- Significantly better values for braking distance and braking power.
- The only product with virtually spark-free high-speed braking.
- Clear winner in terms of post test condition of the brake pad.

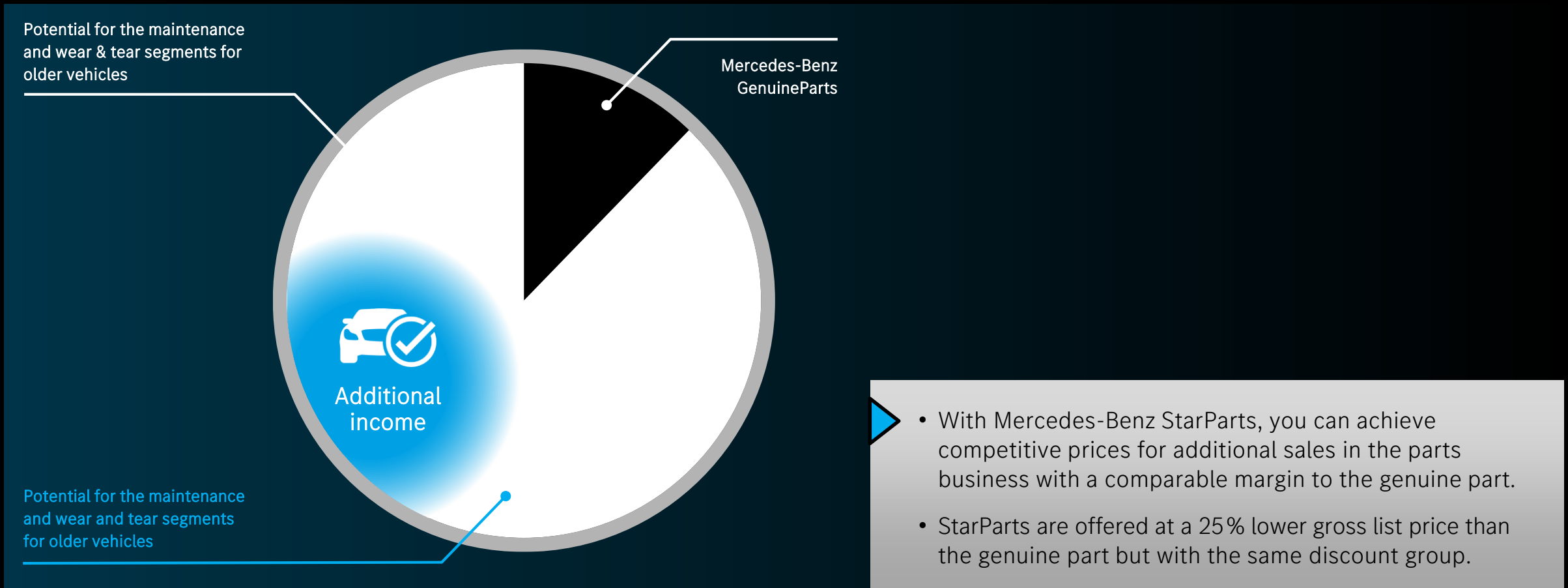


### Utilisation of economies of scale through the use of common friction material.

- Economies of scale in production.
- Guaranteed braking performance and safety.

# Your new financial scope for additional sales in **the parts business.**

The wear & tear parts market for independent workshops offers enormous potential for profitable additional business with competitive StarParts – while at the same time maintaining genuine part sales with the aim of optimally and profitably utilizing the market.



# Mercedes-Benz StarParts. Myth vs. Reality.

▶ **Myth 01:** “There’s no bonus on StarParts.”

✘  
Wrong!

Mercedes-Benz StarParts are **bonus-relevant**, just like genuine parts.

▶ **Myth 02:** “StarParts are poor quality parts.”

✘  
Wrong!

- Mercedes-Benz StarParts are **parts developed, tested and approved by Mercedes-Benz**, which means they meet the strict Mercedes-Benz **quality and safety standards**, which far exceed the legal requirements.
- The price advantage is realised through the use of alternative materials, the reduction of additional functions (e.g. elimination of the wear indicator on the wiper blade) and the targeted standardisation of variants.
- **The same warranty regulations** apply to Mercedes-Benz StarParts **as to genuine parts**.

▶ **Myth 03:** “StarParts increase the complexity for the retailer.”

✘  
Wrong!

- StarParts are sourced via the **same ordering systems and processes** as genuine parts.
- **SPPS packages specific to StarParts** are available for all service work relevant to StarParts (starting with SP\_).

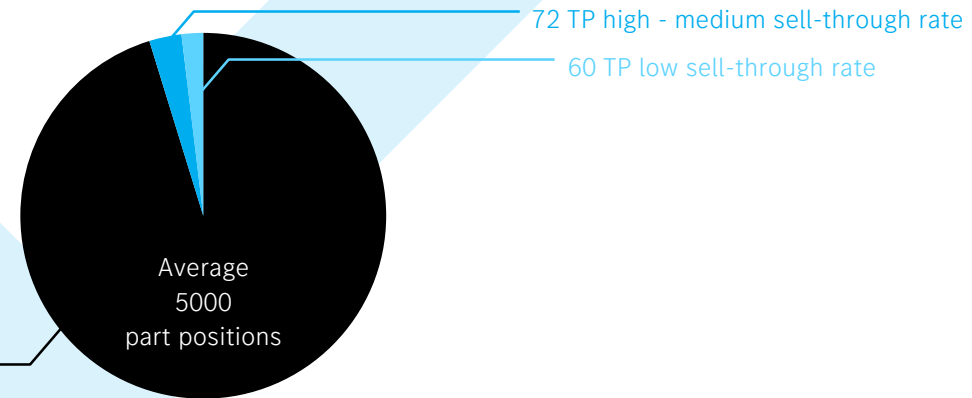


# Mercedes-Benz StarParts. Myth vs. Reality.

▶ **Myth 04:** “StarParts would put a strain on my warehouse capacity.”

- StarParts take up only a small fraction of your overall warehouse capacity.

Medium-sized service companies



✘  
Wrong!

▶ **Myth 05:** “The DIMS right of return does not apply to StarParts.”

- **The same right of return** applies to Mercedes-Benz StarParts as to Mercedes-Benz GenuineParts.
- All parts calculated or proposed by the DIMS system may be returned. Anything ordered manually in DIMS cannot be returned, e.g. additional orders.



✘  
Wrong!

# Mercedes-Benz StarParts. Success that is plain to see.

You can recognise all StarParts products by their packaging and identify them by their part numbers. Furthermore, they are sourced through the same channels and processes as Mercedes-Benz GenuineParts.

☸ STARPARTS

A 123 456 78 00 90 

Pay attention to the supplementary code 1. The endings “90”, “95” and “99” indicate Mercedes-Benz StarParts.

## ▶ This is how you can order StarParts in your workshop:

- The availability of the Mercedes-Benz StarParts can be viewed in the parts process of the Xentry portal via the StarParts icon, which is located directly next to the genuine part.
- When the Genuine Part is selected, the corresponding StarParts product is displayed via a pop-up window and can be transferred to the shopping basket and ordered.
- In SPPS you will find our packages starting with the designation “SP\_PackageName”, so for example: SP\_Service A.

## ▶ This is how your commercial customers order:

Independent workshops can order via the familiar channels B2B Connect or PartsLink24. Again, StarParts are easily recognised by the StarParts icon and the supplementary code 1 “90”, “95” and “99”.

