



ZF Aftermarket celebrates motorsport engagement under its Sachs brand

- **Reinforced Sachs clutch kit developed for high performance vehicles exposed to extreme conditions**
- **New 'Brand Ambassadors' campaign with famous racing drivers**

Employing innovation at every level, ZF Aftermarket is always committed to meeting the needs of the customer. Under its Sachs brand, the business has developed a reinforced clutch kit designed for high performance vehicles and those exposed to extreme driving conditions. Furthermore, to highlight how its engineering knowledge is directly transferred into its serial production and to celebrate its 80 year connection with motorsport, the business has teamed up with three global names in racing who will act as Sachs brand ambassadors and feature in its latest campaign.

"Sachs is the brand of choice for many of the world's highest performance and motorsport drivers, but as a true leader in the field of advancing mobility, ZF adapts its technologies for use in the everyday parts used by drivers on roads across the world," says Richard Adgey, Head of Product Management ZF Aftermarket.

The newly developed reinforced Sachs clutch kit brings ZF's technology into the everyday. Developed specifically for high performance vehicles and those exposed to extreme driving conditions, it contains a clutch pressure plate, clutch disk and release bearing. The range initially caters for Subaru diesel vehicles 2008 onwards.

A reinforced diaphragm spring offers longer service life and greater contact pressure significantly increases transmission reliability. In addition there is reduced friction wear and no loss of comfort as the part exerts the same release force.



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Sachs – leading the way in motorsport

The brand has been connected with motorsport since 1937 when the first Mercedes ‘Silver Arrows’ were equipped with Sachs shock absorbers and clutches. Sachs highlights include winning the 24h Le Mans with Porsche in 1985 and debuting at Formula 1 in 1993 with Mercedes and Sauber. The story continues right to the present day. ZF’s connection to motorsport extends from technological development to support. Two ZF Race Engineering vans equipped with workshop areas where shock absorbers can be recalibrated, and clutches examined adjusted and repaired travel the globe during race season. Providing engineering support at motorsports events in 24 countries on four continents, this extensive service significantly contributes to the many worldwide victories supported by ZF.

Sachs brand ambassador campaign

ZF Aftermarket has teamed up with three global names in motorsport who will act as Sachs brand ambassadors and feature in its latest campaign.

Norwegian champion, Joachim Waagaard was the first Scandinavian drift racer to take part in The Goodwood Festival of Speed; leading endurance driver, Christian Engelhart won the 24 hours at Daytona 2019 and winner of the BBC Sports Personality of the Year 2018, Helen Rollason Award, 20 year old Billy ‘Whizz’ Monger is an ex F4 competitor who returned to the track 12 months after losing his legs in a catastrophic accident and now competes in Euroformula.

“Facts about Sachs prove that our shocks and clutches are particularly powerful and help to make the roads a safer place,” says Ben Smart, Director Global Marketing ZF Aftermarket. “When you compete at the highest level, proven performance under all conditions is essential. That’s why we celebrate together with these outstanding drivers our 80-year connection with motorsport. As the faces of the Sachs brand, they will be recognizable to motorsport fans around the world,” adds Smart.



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Captions:

- 1) Under the Sachs brand, ZF Aftermarket offers a reinforced clutch set for high-performance vehicles and extreme driving conditions.
- 2) ZF Aftermarket teamed up with three international motorsport stars as Sachs brand ambassadors for its latest campaign: Joachim Waagaard, Billy Monger and Christian Engelhart.

Pictures: ZF

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ZF Friedrichshafen AG

ZF is a global technology company and supplies systems for passenger cars, commercial vehicles and industrial technology, enabling the next generation of mobility. With its comprehensive technology portfolio, the company offers integrated solutions for established vehicle manufacturers, mobility providers and start-up companies in the fields of transportation and mobility. ZF continually enhances its systems in the areas of digital connectivity and automation in order to allow vehicles to see, think and act.

In 2018, ZF achieved sales of €36.9 billion. The company has a global workforce of 149,000 with approximately 230 locations in 40 countries. ZF invests over six percent of its sales in research and development annually.

With integrated solutions and the entire ZF product portfolio, the ZF Aftermarket Division of ZF Friedrichshafen AG guarantees the performance and efficiency of vehicles throughout their life cycle. Its combination of established product brands, digital innovations, customized products and services, and a worldwide service network has made ZF a sought-after partner and number two in the global automotive aftermarket.

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