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ZF Aftermarket Brings Electric, Assisted and Sustainable Solutions to Life at AAPEX & SEMA 2023

- **New product offerings from one of the world's largest Aftermarket businesses draw from the strengths of ZF's leading OE technologies**
- **Powerful aftermarket brands displayed including ZF, LEMFÖRDER, SACHS, TRW and WABCO underscore ZF Aftermarket's position as a complete systems provider**
- **ZF Aftermarket's SEMA booth pays homage to today's top vehicles and the famous muscle car of the Fast and Furious Films; world-renowned Rapper Ludacris onsite at ZF in Las Vegas November 3rd**

LAS VEGAS, Nevada – ZF Aftermarket continues to evolve, making its product and service offerings more accessible than ever before. At the 2023 Automotive Aftermarket Product Expo (AAPEX) and Specialty Equipment Market Association (SEMA) Show, the company is showcasing its powerful aftermarket brands including ZF, LEMFÖRDER, SACHS, TRW and WABCO with comprehensive solutions to support internal combustion, hybrid, fully electric and semi-automated vehicles.

"We are offering the best of both worlds at AAPEX and SEMA, as ZF Aftermarket demonstrates how we draw on our OE expertise across generations to provide high-quality products for today's vehicles, as we have for those of the past and those yet to come," said Ben Smart, ZF Vice President, Aftermarket North America. "ZF is at the forefront of Next Generation Mobility and as vehicles become increasingly connected, electrified and automated, the need for replacement parts for electric, hybrid and semi-automated vehicles is rapidly growing," Smart noted.

Located at the Venetian Expo Center, Booth #5057, ZF Aftermarket's AAPEX booth will highlight key products, including:



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ZF Lifeguard E-Fluids now available

Addressing the higher levels of torque and force occurring in hybrid and electric engines, ZF Aftermarket has introduced a line of premium e-fluids specially formulated to provide lubrication, cooling and electrical insulation, helping to maximize transmission efficiency, optimize temperature control and eliminate battery failure for reduced wear and improved vehicle performance. The latest introduction in this product range is ZF Lifeguard e-Fluid 1 that has been specifically designed for electric vehicles. For more information visit [ZF.com](https://www.zf.com).

TRW Brake Boosters and Master Cylinders

At AAPEX ZF Aftermarket will debut TRW Brake Boosters, the most extensive line of new (not remanufactured) original equipment brake booster available for European cars in the US and Canadian (USC) independent aftermarket. Manufactured by ZF and built on the heritage of TRW brake actuation systems, they extend the range of ZF brake boosters to a wide range European make vehicles in the USC market.

ZF Aftermarket is also launching TRW Brake Master Cylinders manufactured in steel, aluminum or cast iron. They feature OE-specified rubber seals and dust caps to resist ageing and come with fitting accessories included. TRW Brake Master Cylinders also include a chrome 6-free 'silver' finish for steel and cast iron models for a protective, durable and rust-resistant coating that is free of heavy metals. Learn more at [TRWaftermarket.com](https://www.trwaftermarket.com).

Expansion of Product Portfolio

ZF Aftermarket continues to expand vehicle coverage with its extensive portfolio of OE-quality aftermarket products. Since January, the company has added nearly 400 new parts to its aftermarket product portfolio, expanding coverage for over 125 million more vehicles in North America. To search our product catalog click [here](#).

Your Partner in Expert Know-How and Training



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ZF Aftermarket will offer its ZF [pro]Academy technical training as part of the AAPEX EV Experience. Training will take place at the EV Experience Stage, Level 1 in the Electric Vehicle Section.

- **Electronification of the Chassis (A Step into Autonomous Vehicles):** **Wednesday, November 1, 12:00- 2:00 pm.** Attendees will understand how advancements in the chassis influence the design of parts and will also learn fault codes to properly diagnose everyday repairs.
- **Electrify Your Journey with ZF Aftermarket: Thursday, November 2, 10:00–10:30 am.** Participants will gain an overview of ZF Aftermarket's intelligent electric drive solutions including electric motors, plug-in hybrid transmissions, power electronics, all-electric drives, brakes, e-fluids and chassis components.

ZF Aftermarket at SEMA Space #81100 – come experience Steer-by-Wire and meet Ludacris

The company's SEMA booth at the Las Vegas Convention Center will showcase ZF Aftermarket products and services that support car care professionals as well as vehicle owners and enthusiasts. Attendees will experience first-hand technology expertise carried across domestic, European and Asian make vehicles.

Designed for the Professional

Much like ZF Aftermarket product ranges, which are designed with the professional in mind, so is this year's SEMA booth. While showcasing the full offering of parts designed to fit right, the first time, ZF Aftermarket will feature the ZF racing simulator with integrated Steer-by-Wire technology. This is a unique opportunity to experience the newest generation and the future of steering systems while competing to win passes for an exclusive meet-and-greet experience with Ludacris.

In addition, ZF Aftermarket will showcase the 1970 Dodge Charger from *The Fast and The Furious*, courtesy of The Volo Auto Museum. The SACHS brand and products were recently shown in the *Fast X* film will be on display at the booth. Maintaining the #FastFam vibe, ZF Aftermarket will host world-



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renowned rapper and film star, Ludacris for an autograph signing on Friday, Nov. 3 from 11 a.m. to 1 p.m. Auto care professionals also have the chance to win meet and greet passes by purchasing SACHS products through October 13th. For full details of the national promotion, visit [ZF.com](https://www.zf.com).



Photo caption:

Since more and more electric and hybrid vehicles are being serviced or repaired in independent repair shops, ZF Aftermarket is now offering new high-performance oils: ZF Lifeguard e-Fluid for electric car reduction gears, electric motors and power electronics, as well as ZF Lifeguard Hybrid for ZF passenger car hybrid transmissions.



TRW Brake Boosters, left, the most extensive line of new (not remanufactured) original equipment brake booster available for European cars in the US and Canadian independent aftermarket. TRW Brake Master Cylinders, right, feature OE-specified rubber seals and dust caps to resist ageing, as well as a protective coating that is free of



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heavy metals. At AAPEX and SEMA, ZF Aftermarket is highlighting its broad array of products and services to support the aftermarket industry as it evolves toward a more connected, autonomous, shared, electrified and sustainable future.

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About ZF

ZF is a global technology company supplying systems for passenger cars, commercial vehicles and industrial technology, enabling the next generation of mobility. ZF allows vehicles to see, think and act. In the four technology domains of Vehicle Motion Control, Integrated Safety, Automated Driving, and Electric Mobility, ZF offers comprehensive product and software solutions for established vehicle manufacturers and newly emerging transport and mobility service providers. ZF electrifies a wide range of vehicle types. With its products, the company contributes to reducing emissions, protecting the climate and enhancing safe mobility. With some 165,000 employees worldwide, ZF reported sales of €43.8 billion in fiscal 2022. The company operates 168 production locations in 32 countries. For further press information and photos, please visit: www.zf.com

ZF Friedrichshafen AG's leading aftermarket and fleet solutions portfolio is built on its strong brands; LEMFÖRDER, SACHS, TRW and WABCO. A broad product and service offering, advanced connectivity solutions for digital mobility management and a global service network, support and enhance the performance and efficiency of all vehicle types throughout their life cycle. The company's aftermarket organization is both an architect and pacesetter for the Next Generation Aftermarket and the preferred partner for fleet and aftermarket customers worldwide