

Cost reduction without compromising on quality.

Adapted to the requirements of older vehicles.

Possible levers for achieving a price advantage:

- ✓ **Targeted standardization of variants:**
e. g. wiper blade adapter suitable for use on different models.
- ✓ **Use of alternative materials:**
e. g. different friction material for brake pads.
- ✓ **Reduce selected functionality:**
e. g. remove acid level indicator from starter batteries,
no allergy certification for cabin air filters.



Mercedes-Benz
StarParts

StarParts meet the strict quality and safety standards of Mercedes-Benz.
Guaranteed.

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StarParts. The economical solution
with the Mercedes-Benz Seal of Quality.

Mercedes-Benz
The best or nothing.



StarParts wiper blades.

StarParts wiper blades ensure a high level of safety with a long service life, thanks to an optimized rubber compound and the careful selection of materials.

Elimination of the wear indicator and the three-dimensional Mercedes-Benz star (replaced by StarParts logo) – no impact on wiping performance.

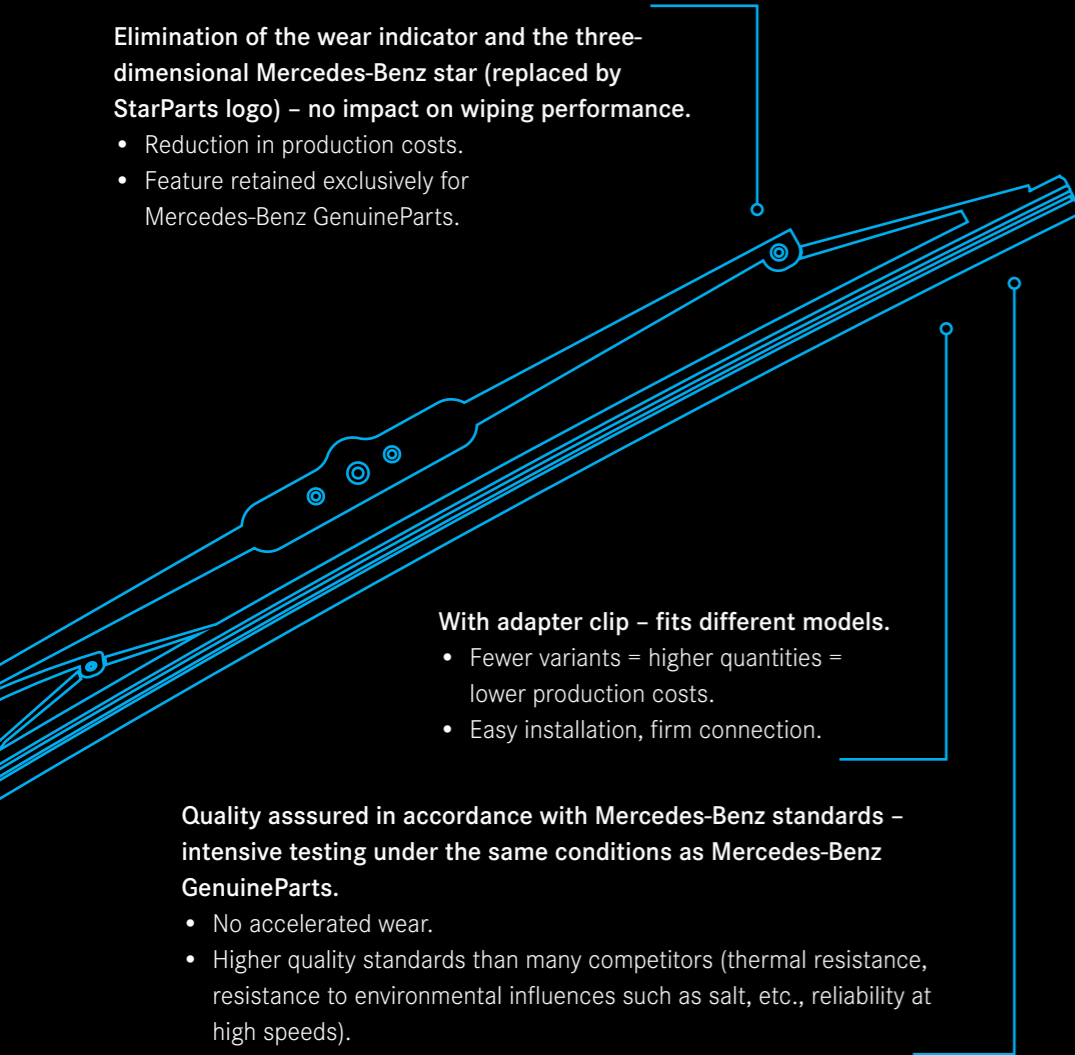
- Reduction in production costs.
- Feature retained exclusively for Mercedes-Benz GenuineParts.

With adapter clip – fits different models.

- Fewer variants = higher quantities = lower production costs.
- Easy installation, firm connection.

Quality assured in accordance with Mercedes-Benz standards – intensive testing under the same conditions as Mercedes-Benz GenuineParts.

- No accelerated wear.
- Higher quality standards than many competitors (thermal resistance, resistance to environmental influences such as salt, etc., reliability at high speeds).



StarParts brake pads.

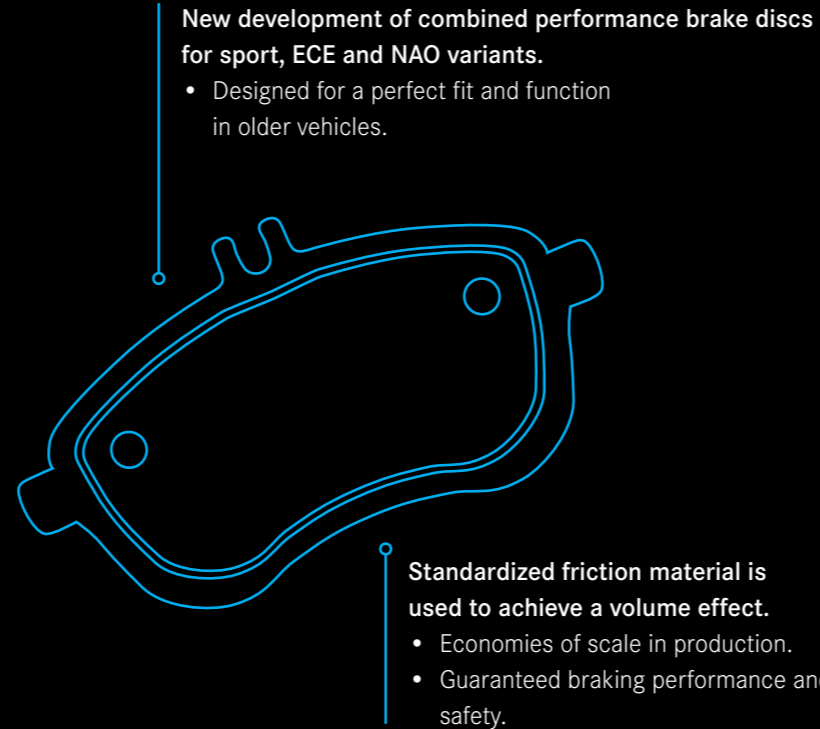
StarParts brake pads are perfectly designed for the ABS and ESP systems of Mercedes-Benz vehicles. The use of high-quality materials ensures excellent braking performance and a long service life.

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

- Designed for a perfect fit and function in older vehicles.

Standardized friction material is used to achieve a volume effect.

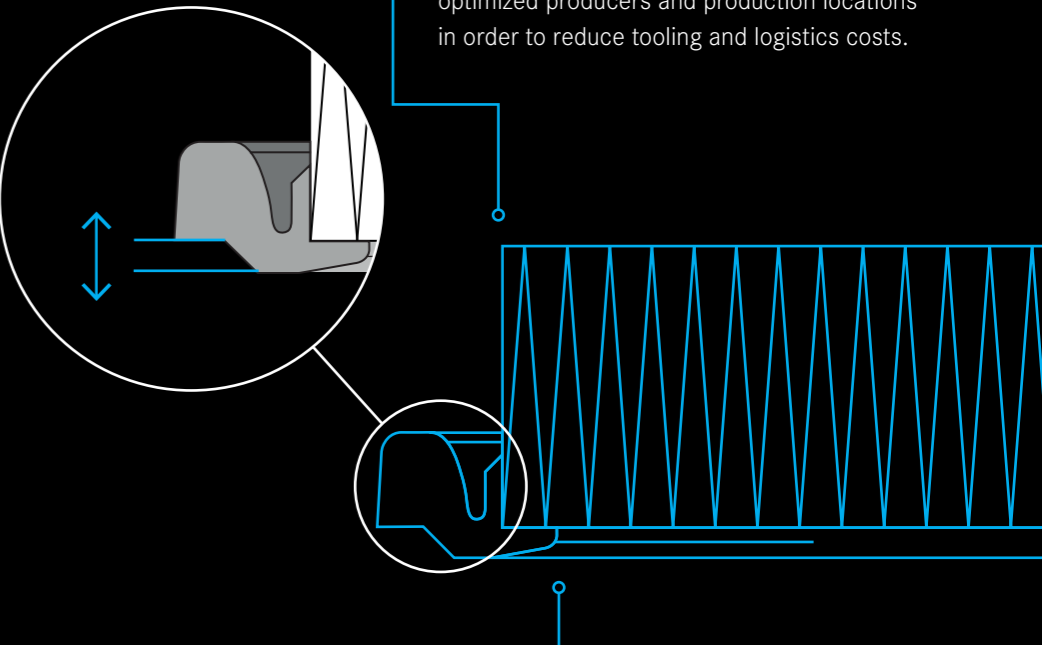
- Economies of scale in production.
- Guaranteed braking performance and safety.



StarParts engine air filter.

StarParts air filters offer a superior dust absorption capacity thanks to their consistent pleat geometry, ensuring an optimized filtration of the engine air intake. Especially designed for Mercedes-Benz vehicles, they provide a homogeneous airflow at the perfect level of intensity.

- Use of alternative non-woven materials.
- Focus supplier selection on after-sales optimized producers and production locations in order to reduce tooling and logistics costs.



High-quality filtration materials selected, approved under Mercedes-Benz testing conditions.

- Ensure optimal engine operation (performance and efficiency).
- Optimal filtering properties to protect the engine from all environmental conditions such as wet or dirty roads and temperature extremes.
- Maximum safety (flame retardant classification F1).