

YOU GET WHAT YOU SEE!

Our new branding concept now offers you even more transparency. A new marking system makes distinguishing and differentiating the approximate 4,500 articles making up the PREMIUM LINE and the Standard range child's play. The articles which were previously marked as an "Alternative Model" now - just like those in the standard program - will be furnished with the Behr Hella Service logo and will not include any additional designation. This means that you will be able to recognise at a glance if it is a PREMIUM LINE product or a Standard one.

Detailed information can be found at
www.behrhellaservice.com/premiumline.

YOUR ADVANTAGES:

- ✓ **Unique quality distinction.**
Increased transparency thanks to informative product marking.
- ✓ **You can ramp up customer satisfaction.**
The clear product classification makes it clear what is in the box.
- ✓ **You will enjoy more benefits with minimal effort.**
Part numbers, product quality, price level and service remain unchanged.
- ✓ **You have the choice!**
In many cases, you will continue to have the choice between Premium or Standard.

YOU TOO CAN BENEFIT
FROM SUPER SERVICE
FOR ALL PRODUCTS.

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**TRANSPARENCY
FOR YOUR SUCCESS**



www.behrhellaservice.com/premiumline

Behr Hella Service PREMIUM LINE
– The ideal solution for customers
who expect the optimum.

Thanks to the two product segments,
you will find the right product for all requirements



Cooling performance under normal conditions



For Standard products: Sufficient performance under normal conditions.
No difference between the Standard and PREMIUM LINE

Cooling performance under extreme conditions



For Premium products: Somewhat higher reserve capacity under extreme conditions (e.g. the height of summer, full load). Fuel consumption can be reduced somewhat as the fan assist can kick in at a later point under extreme conditions

Durability



Economic solution with excellent price/quality ratio Durability designed with the overall vehicle life cycle in mind

Number of products



Standard Line with broad vehicle coverage that represents the basis of the product range (approximately 3,100 products) Produced by Behr, AKG, Visteon and also other manufacturers with OE competence (approximately 4,500 products)

Product availability



All Behr Hella Service products boast world-class availability.

Services



All important services are guaranteed, including sales assistance, technical service and the like.

BEHR HELLA SERVICE PREMIUM LINE
– The ideal solution for customers
who want the optimum.



Marking using TecDoc

Radiator, engine cooling

		8MK 376 712-461	HELLA radiators, engine cooling BEHR HELLA SERVICE *** PREMIUM LINE *** Length: 533 mm, Width: 488 mm, Depth: 42 mm, for vehicles with/without air con, automatic transmission, manual transmission, for vehicles with combined water cooler/oil cooler Version: produced by BEHR. Radiator model: cooling fin soldered
		8MK 376 712-464	HELLA radiators, engine cooling BEHR HELLA SERVICE Length: 533 mm, Width: 488 mm, Depth: 42 mm, for vehicles with/without air con, automatic transmission, manual transmission Radiator model: cooling fin soldered

Marking in printed catalogues



Marking on the packaging

PREMIUM LINE Hologram
included in the packaging label

