



OPTIMAL

No. 1 with the widest product range of pre-assembled
SPRING STRUTS

No. 1 with the widest product range of
WHEEL BEARING KITS for passenger cars

No. 1 with the widest product range of
STEERING & SUSPENSION PARTS

Mechanical excellence for over 30 years

Emotive

Welcome to OPTIMAL

In the ever-evolving world of the automotive aftermarket, true excellence comes from a brand that delivers more than just products.

Think of OPTIMAL as your partner in performance, driven by passion and precision.

Built to meet and exceed OE standards, we never compromise on craftsmanship, expertise or efficiency — and with this commitment, OPTIMAL stands as a leading force in the Independent Automotive Market.

With OPTIMAL, every journey drives you further.

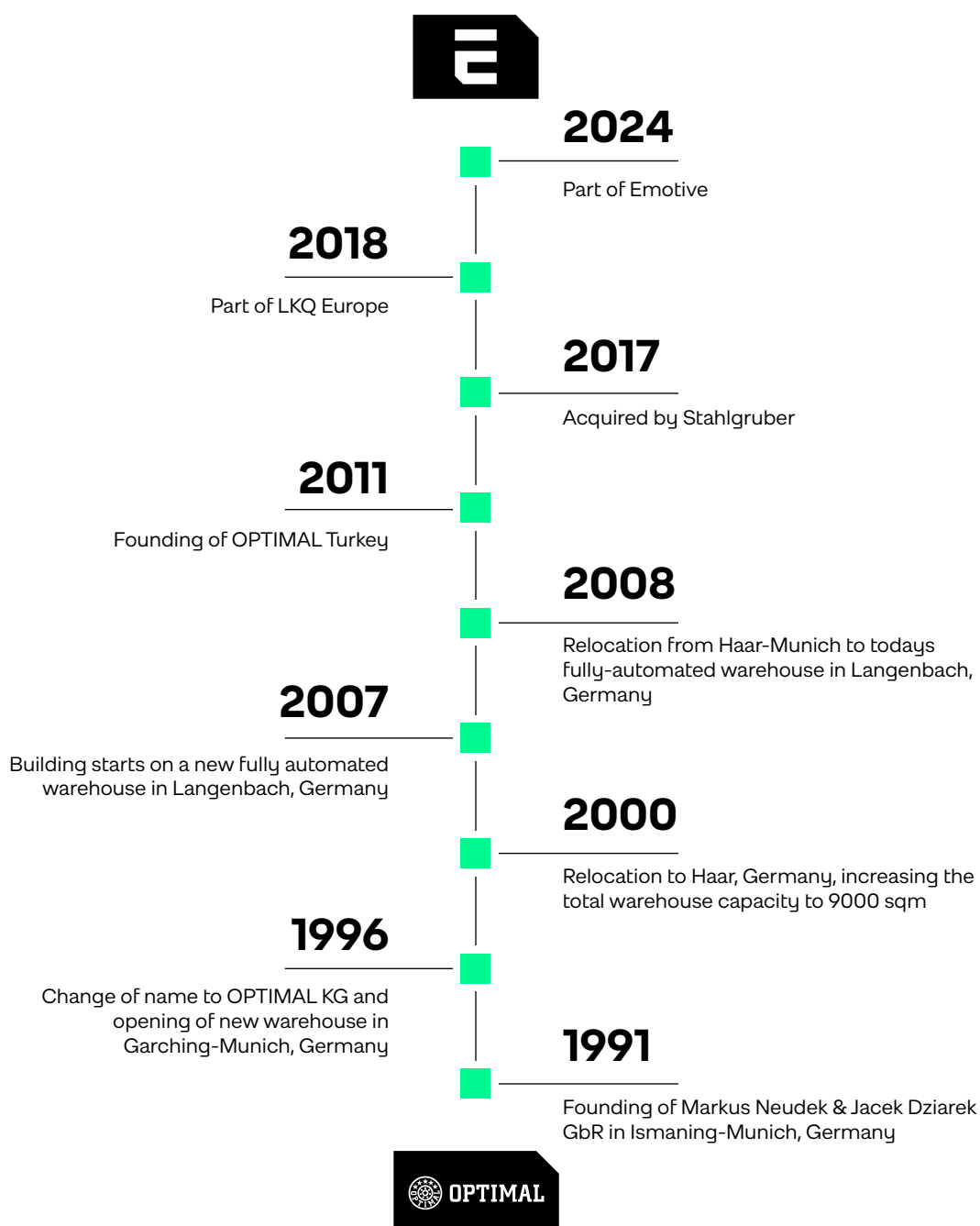
Aykut Asiloglu
Head of Sales - Emotive DACH,
TR, Mechanical Parts



More than a brand - a legacy of excellence

OPTIMAL was founded in 1991 as Markus Neudek & Jacek Dziarek GbR. Since then, we have earned a strong reputation in the automotive aftermarket industry.

Acquired by Stahlgruber in 2017, OPTIMAL is now part of Emotive. The brand remains a symbol of innovation and customer satisfaction.



OPTIMAL

- a premium partner

Today OPTIMAL is a globally trusted name in the automotive industry. We offer a broad range of certified, OE-quality solutions for mechanical systems.

Our extensive coverage and deep expertise ensure reliability across all vehicle types. The portfolio also includes high-performance remanufactured products. Certified to ISO, IATF, and TÜV SÜD standards, we combine quality with sustainability—using 100% recyclable packaging to deliver that performance responsibly.

OPTIMAL in numbers

60+

countries

97%

coverage of
the European
car parc

40,000+

SKUs of
mechanical
components

91%

BEV car parc
coverage in
wheel bearings

150k+

remanufactured
parts annually

**up to
100%**

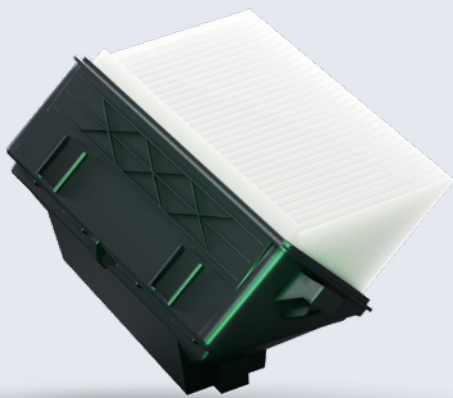
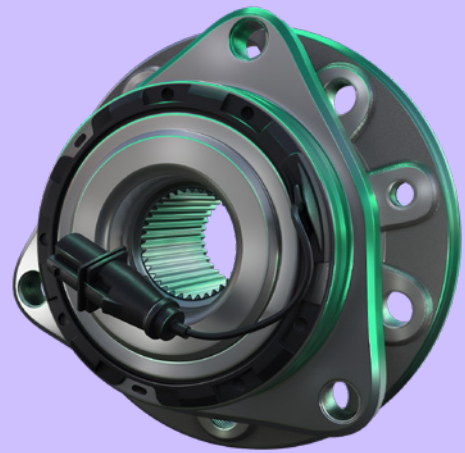
recyclable
packaging

1,000+

Steering and
Suspension
parts TÜV SÜD
certified

**ISO 9001
IATF 16949**

certifications



Cross-category excellence

Discover our broad cross-category excellence — a portfolio of high-quality products that continues to grow.

BRAKING

Precision in every stop with advanced braking solutions for ultimate safety.

DRIVETRAIN

Seamless power transfer and smooth rides with reliable drivetrain components.

ENGINE

High-performance engine parts to boost vehicle efficiency and power.

FILTRATION

Car and driver protection with reliable air, cabin, fuel, and oil filters.

STEERING

Precision handling for complete control and driving confidence.

SUSPENSION

Stability and comfort with expertly engineered suspension solutions.



Rivalling OE standards

Quality is at the heart of everything we do at OPTIMAL.

Our commitment is evident in every product and service we offer. Certified to ISO 9001:2015, IATF 16949, and TÜV SÜD standards, we uphold the highest benchmarks in automotive manufacturing.

Each product is crafted through a meticulously controlled production process, driven by stringent quality protocols and a comprehensive qualification framework—ensuring consistent performance and reliability across our entire range.

OE-level quality

ISO 9001-2015 and
IATF 16949 certification

1,000+ Steering and
Suspension parts
TÜV SÜD certified

Knowledge that empowers

As a Premier Supplier to TecDoc, OPTIMAL ensures detailed, up-to-date product information is easily accessible to the global aftermarket.

We support our partners with expert training programs, sharing in-depth technical knowledge and best practices to enhance confidence and capability.

Where applicable, our products are equipped with clear installation manuals, service tips, and mounting guidance—available with the product or online.

TecDoc Premier Data
Supplier

Expert training
programs for
customers

Installation support
and servicing tips



Emotive



OPTIMAL in operations

Availability you can count on

We rely on advanced, modern logistics solutions to keep OPTIMAL spare parts available at all times. Our European distribution centers offer nearly 40,000 pallet spaces and manage around 200,000 products.

This setup ensures immediate availability, precise inventory control, and efficient distribution to warehouses, workshops, and other customer locations across Europe.



Logistics that deliver

We continuously enhance efficiency across every stage of the supply chain to meet rising demand. This includes rapid lead times through parcel services and ultra-fast delivery options for reliable and timely order fulfillment.

Powered by advanced logistics solutions, OPTIMAL ensures precision, speed, and excellence—driving the automotive industry forward.

Driving sustainability

UP TO 100%

**RECYCLABLE
PACKAGING**

**ANNUALLY
REMANUFACTURED**

129,700+

BRAKE CALIPERS

24,500+

TURBOCHARGERS

MEMBERSHIP OF

PARTSLIFE

At OPTIMAL, sustainability drives everything we do. We support a circular economy through remanufacturing that conserves resources and cuts CO₂ emissions.

Our eco-packaging uses recycled materials, minimizes ink and plastic, and provides digital product information to reduce paper waste and enhance transparency.

As a committed Partslife member, we actively support industry-wide sustainability initiatives in the automotive sector.





Emotive



Emotive powerhouse brand line-up

Discover the transformative power of our unified brand platform, where each brand embodies quality, innovation and trustworthiness, always delighting in meeting the evolving needs of our customers and partners.



Experience our website:



www.emotive.group

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