

Press Release

Schaeffler REPERT: Digital full-service offer

More bonus points and user-friendliness with Schaeffler OneCode

FRANKFURT, 2024-10-08.

- New packaging design makes it easier to scan the Schaeffler OneCode and thus access digital resources and services
- REPERT bonus points are now available for the entire Schaeffler product portfolio
- Fast and efficient access to product information, bonus account, service and installation instructions and authenticity checks

Schaeffler Vehicle Lifetime Solutions has redesigned its product packaging. A clear reference to the Schaeffler One Code ensures that garages see the code before the repair, along with all the associated product-specific information on the REPERT garage portal. In addition, garages can now collect significantly more bonus points, as the REPERT bonus program has been extended to include all products in the Schaeffler portfolio.

OneCode: The digital key to Schaeffler's world of service

The Schaeffler OneCode provides a direct link to product-specific information via a QR code on the packaging. This simplifies the day-to-day work of the repair shop considerably, because, with just one scan from a smartphone, repair-relevant, continuously updated information on over 40,000 Schaeffler products is available. Be it for the parts catalog, technical data or special tools. Particularly useful: Because the Schaeffler OneCode also contains the individual serial number of the item, it can be verified in real time that it is an authentic Schaeffler product. Last but not least, the Schaeffler REPERT garage portal offers access to a comprehensive range of training courses.

Bonus points: Now available for all Schaeffler products

But it is not just the packaging design that is new. Schaeffler Vehicle Lifetime Solutions has also expanded the REPERT bonus program. The most important change is that, whereas bonus points were previously only available for repair kits and special tools, garages now receive virtual points for every product from the Schaeffler range, which they can exchange for attractive rewards. As soon as a Schaeffler OneCode is scanned, registered garages can collect bonus points.

As part of the expansion of the bonus program, Schaeffler Vehicle Lifetime Solutions has adapted and standardized the underlying system. The number of points for an item is now based on the average price of the product category and can be viewed directly during the scan or looked up in the product catalog using the part number. It may have changed for individual repair kits due to the expansion of the bonus program.

"The importance of packaging is often underestimated. For us, it is one of our most powerful means of communicating with garages", explains Sven Olev Müller, Head of Schaeffler REPERT Vehicle Lifetime Solutions. "That is why we have further developed our packaging design to offer mechanics even more added value in their day-to-day garage routine. On the one hand, by significantly accelerating repair processes. On the other hand, because every single scan is now worth bonus points. In line with our mission, we are driving the digital transformation in the aftermarket, increasing the competitiveness of garages and also reducing our ecological footprint – because we can now dispense with paper inserts for crediting bonus points."

Schaeffler Group – We pioneer motion: The Schaeffler Group has been driving forward groundbreaking inventions and developments in the field of motion technology for 80 years. With innovative technologies, products, and services for electric mobility, CO₂-efficient drives, chassis solutions and renewable energies, the company is a reliable partner for making motion more efficient, intelligent, and sustainable – over the entire life cycle. Schaeffler describes its comprehensive range of products and services by means of eight product families: From bearing solutions and all types of linear guidance systems through to repair and monitoring services. Schaeffler is with around 110,000 employees and more than 250 locations in 55 countries, one of the world's largest family-owned companies and one of Germany's most innovative companies.

The Schaeffler OneCode simplifies access to the REPERT garage portal. Photo: Schaeffler

[Download](#)

Schaeffler product packaging now has a visible reference to the OneCode on the box. Photo: Schaeffler

[Download](#)

CONTACT:

Renata Costa Silva

Global Vice President Marketing & Communications

Tel.: +49 69 27135 1040

E-Mail: renata.costasilva@schaeffler.com

Eva Reinhardt

Head of Communications Vehicle Lifetime Solutions

Tel.: +49 69 27135-3813

E-Mail: eva.reinhardt@schaeffler.com

Katja Wild

Communications Vehicle Lifetime Solutions

Tel.: +49 69 27135 3814

E-Mail: katja.wild@schaeffler.com