

TAUBENREUTHER

Newsletter

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9

Outlook on business year 2004

Many novelties to come

Full speed ahead – that's the motto **Taubenreuther** is starting up with for 2004, turning out to be a very colourful and busy year with hard work to come. Just right now we are producing the **new main catalogue** to be published in April. It's completely new with a better, nicer layout as the old one. Look forward to it and be



(see picture above) as a new member of the Taubenreuther crew: starting with the new year she is responsible for the company's **marketing**. So if you need any photos, advertisement patterns, digitalized price lists or stuff just turn to Mrs. Hämmer. Her email-address reads as follows: h.haemmer@taubenreuther.de.

Price increase of African Outback roof racks

Cost adaption

Bad news from South Africa: Because of the higher exchange rate of the south african RAND versus the european EURO we have to **adapt the prices** of the **African Outback roof rack** programm. So from Februar 1st we have to raise the prices for the roof racks and its equipment as well by five percent. The good news are: No price increase for the drawer-compartment systems!



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New by ARB: Airbag compatible Bullbar for 2004-generation of Pajero V60

Blowup guaranteed



You have to look twice in order to recognize this ARB-Bullbar as the new, Airbag compatible version.

There is a new **ARB-bullbar** for the **Mitsubishi Pajero V60 NP** („New Pajero“, generation 2004). And because the new Pajero V60 comes with Airbags as a standard, the ARB-bullbar is Airbag compatible. In other words: several crash-tests had proven the fact, that this bullbar definitely does not influence the airbag's release characteristic - an important criterion on modern offroad-vehicles like the Mitsubishi Pajero V60. The new ARB-Bullbar is painted in metallic-grey and is suitable for mounting winches up to the new WARN 9.5 XP. It's available by Order-N° 2-3434060. The price is 1.014,60 Euro.

There is no TÜV-certification available.

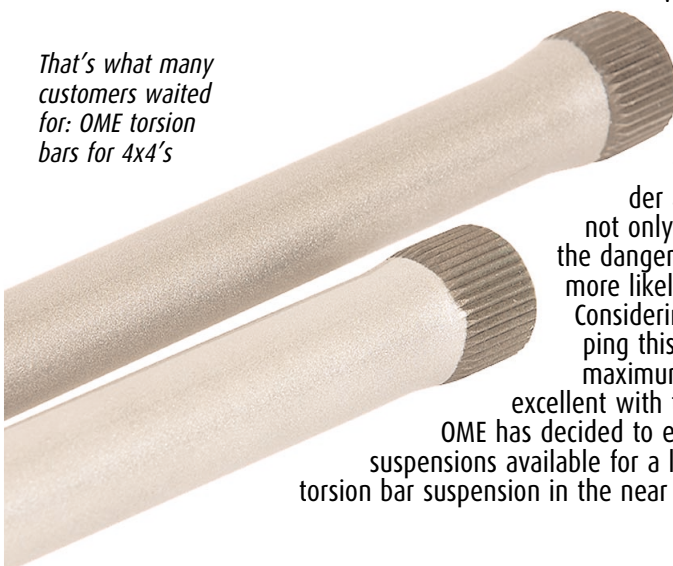
OME-News: Strengthened torsion bars for Offroaders and Pickups

Your patience is rewarded



It has been discussed for years now: **Suspension-Systems** made **by** the australian brand **OME** are not complete until they offer their own **torsion bars** for the very Offroaders to have independent wheel suspension on their front axles. But now it's done, finally! OME proudly presents: Strengthened torsion bars for a selection of 4x4's as listed in the table on the next page. As the standard torsion bars get weak and sag down with the time, the OME part exchange suspension springs are gaining quite an importance: Especially when additional equipment like a bullbar or a winch weigh heavily on the front axle.

That's what many customers waited for: OME torsion bars for 4x4's



After all OME took it seriously when developing their new torsion bars by carrying out some detailed test series on products of their competitors - and they tested those torsion bars properly. The results were quite surprising: as a general rule the torsion bars of the other manufacturers are some 20 to 30 percent harder as the standard torsion bars. But it's this hardness, that not only causes uncomfortable driving but also basically raises the danger of a break down on the torsion bars: the harder, the more likely.

Considering this, OME has developed the new torsion bars keeping this in mind. So the OME-bars come with a spring tension maximum of 15 percent over the standard parts while matching excellent with the OME nitrochargers. And what's especially delightful: OME has decided to extend their product line, so there will be complete suspensions available for a large amount of other popular offroad models with a torsion bar suspension in the near future (for a list of types see next page).



List of types: OME torsion bars

| Order-N° | type | manuf. year/model | price* |
|----------|----------------------------|-------------------|----------|
| 3-303001 | Toyota J100 | V 8 | 343,57 € |
| 3-303002 | Toyota J100 | Diesel | 348,43 € |
| 3-303003 | Toyota Hilux 4x4 / 4Runner | all | 239,60 € |
| 3-303004 | Isuzu Pickup/Opel Campo | 1988 - 2002 | 251,05 € |
| 3-303004 | Isuzu Trooper | 1988 - 1992 | 251,05 € |
| 3-303005 | Mazda Pickup | from 1987 | 232,85 € |
| 3-303006 | Mitsubishi L200 | from 1993 | 281,66 € |
| 3-303007 | Nissan MD22 | from 1997 | 284,74 € |
| 3-303008 | Nissan MD21 | 1986 - 1997 | 283,18 € |

* price per pair, delivery only in pairs

For representatives with a showroom we have an attractive display with space for a maximum of six torsion bars. Delivery free of charge.

OME-suspension for Freelander now available:

More precise driving feeling



Following up is the next good news by **OLD MAN EMU**: the urgently expected suspension for the **Land Rover Freelander** is now available – at least for those types up to manufacturing date 10/2000. The suspension package contains of coil springs, being about 10 percent harder than the standard springs, and replacement cartridges for the shock absorber strut. Due to the OME suspension the level of the rear axle is raised 20 millimeters, while the ground clearance in the front remains unchanged.

| Front axle (lift 0 mm) | | | Rear axle (lift 20 mm) | | |
|------------------------|----------|--------|------------------------|----------|--------|
| | Order-N° | pieces | | Order-N° | pieces |
| spring | 3-0500 | 2 | spring | 3-0501 | 2 |
| shocks | 3-18137 | 2 | shocks | 3-18138 | 2 |

scheel-mann

Scheel-Mann raises prices:

Prices up

Scheel-Mann, manufacturer of car seats, has bad news for us: Starting right from beginning of January 1st 2004 the company has **raised the prices** of the seats by 3,5 percent. We had to adapt the prices and issued a new price list.

Lots of changes ahead

At Taubenreuther in Kulmbach there are three basic changes yet to come: First there is the new certification according to ISO/TS 16949. Secondly we are just installing a new computer- and software-system to organize the trade economy while at the same time arranging a complete new design of our Internet-homepage. Thirdly, at last, we also have rearranged the price list system. So in fact we have a lot of changes here at Taubenreuther's - and for keeping you updated, details are following right here:

New certification

At present we work at high pressure on the whole process of the **new certification** - quite an extensive work as you may imagine. Since the old QM-System ISO 9001 expired December 2003 and can not be prolonged, a new certification has to be done.

The new quality standard is **ISO/TS 16949** requiring a more substantial procedure as for the old system: ISO/TS 16949 is the highest quality measure ever and is prescribed by the automobile-manufacturers and -industry. Certainly we are striving to reach that standard to guarantee you, our customers, products with an even better quality. The audit is planned to be held in March.

You think we're not busy enough just working on that? Okay, here is our next goal: installing a completely new **IT-solution** on the company's computer-system at the same time. This contains not only some new hardware but also a very modern **customer relationship management** to tie up all branches and help them to ease their workflow. Of course we are creating a complete new design for our **website** at the same time. The new shop solution will include a **password-protected access** for each of you. It will give you the opportunity to check sales terms, availabilities, data sheets, assembly instructions and more. If everything turns out according to the plan the whole system will be online by **July 2004**.

IT and Internet

Price list system

Finally we'd like to inform you about changes in our **price list system**, that had to be rearranged somehow. As you may know, we create our price lists by using the Microsoft Excel

software and print them on our own. In this way we published a new and updated version almost every six month. Now we felt this period to be much too long for reacting to all kinds of novelties and price adaptations, that have to be published just in time.

From now on we will issue a **new pricelist every week**, to be topical as far as possible. We know that you may not always have the current version of the price list at hand. Hence we instructed our sales department to react obliging in case of a price difference and to charge the former price.

In case there should be fundamental changes on our main product ranges, we will inform you via this newsletter in time and additionally send you a CD with the latest price lists.

All innovations stand under the slogan: „We will do our utmost to make cooperation with our company more comfortable and a lot easier!“