

**FOR IMMEDIATE RELEASE:**

**Plews & Edelmann Surpasses Goal of Demand Coverage for New Power Steering Hard Parts**

***• Delivers over 80% of demanded product for new Rack & Pinions, Pumps, Gear Boxes***

***• Outperforms new hard parts manufacturers with over 315 new SKUs***

Dixon, IL November 1, 2022 — Plews & Edelmann®, a leading manufacturer and marketer of power steering components, has successfully achieved its target goal of demand coverage for new power steering rack & pinions, pumps, and gear boxes. The industry leading Edelmann Elite® program has grown to over 315 new manufactured hard parts and exceeds the company’s initial goal of 80% coverage for the most popular power steering applications demanded by the aftermarket. Over 20% of the new parts are exclusive to Plews & Edelmann.

Evan Bauer, Director of Business Development, Plews & Edelmann announced the milestone noting, “Our approach to coverage is simply based on what shops need in North America. Instead of chasing VIO and burdening our customers with applications that don’t move, we are able to identify in-demand parts that sell, and we won’t hesitate to produce a 20-year-old part if we know it’s a high mover. That’s why we continue to build more unique SKUs and invest in tooling for new applications that currently can only be serviced by a remanufactured solution.”

Covering over 260 million domestic and import cars, vans, SUVs and light trucks in North America, no other aftermarket power steering supplier can match the new manufactured applications offered by Plews & Edelmann. Edelmann Elite hard parts are not sourced from manufacturers and redistributed. Every rack & pinion, pump, and gear box is a brand-new part, designed, and developed by Plews & Edelmann on a proprietary manufacturing platform.

Edelmann Elite hard parts are designed to outperform remanufactured units and even eliminate common failure points in the OE parts. All of the components are tested 100%, and a special Designated Numeric Asset® (DNA) identification number is added to help reduce warranty and fraud issues. Every product is supported by a North American supply chain and backed by a 100 year/1,000,000-mile warranty.

**About Plews & Edelmann**

Plews & Edelmann® is a leading manufacturer and marketer of Edelmann® power steering hoses, repair kits, turbocharger oil lines, automotive fittings and brake lines, Edelmann Elite® high performance power steering hoses, power steering coolers, NEW manufactured power steering rack and pinion assemblies, pumps, gear boxes, premium universal power steering filter and fluid.

Plews & Edelmann also offers Edelmann Analytics®, an indispensable and industry leading service that provides each customer with the ideal product mix and optimized inventory based on the VIO in the trading area, customer sales mix, POS data, part life cycle, increased turns potential, and GMROI.

More information is available at: www.plews-edelmann.com or 1-800-770-4639.

Customers who want to stay informed about new product announcements and updates can keep up to date at: plews-edelmann.com/productbulletins.

*Image file: Eldelmann-Elite-Hard-Parts-22.png*

*Caption: Edelmann Elite delivers over 80% of demanded product for new Rack & Pinions, Pumps, Gear Boxes*

**Media Contact:**

Andrew Moe

Director of Marketing Services

Plews & Edelmann

1550 Franklin Grove Road

Dixon, Illinois 61021

Phone: 815-285-9445

Email: amoe@plews.com

[www.plews-edelmann.com](http://www.plews-edelmann.com)

305-22/PE174