

Press Release

Schaeffler launches major aftermarket brand transformation

SYDNEY, BELROSE, 2026-09-08.

- Established product brands to be united under the strong Schaeffler brand
- Global phased rollout to begin in Q2 2027 with the FAG product brand
- New packaging design marks the first visible step, while maintaining the same high OE quality, performance and reliability

Schaeffler is bringing its leading aftermarket brands together under one strong brand identity. Starting in Q2 2027, the product brands FAG, INA and LuK will gradually transition to a unified Schaeffler brand presence, giving customers worldwide easier access to the complete portfolio of products, services and digital solutions offered by Schaeffler Vehicle Lifetime Solutions.

In the global aftermarket, where increasing vehicle complexity is reshaping customer needs, workshops and distributors are looking for integrated solutions rather than individual components. By uniting its aftermarket portfolio under one strong brand, Schaeffler is simplifying access to a broader ecosystem of products, services and digital solutions, making it easier for customers to identify the right solutions, navigate the portfolio and benefit from the full expertise of one trusted technology partner. Vehicle Lifetime Solutions is the first Schaeffler division to bring this unified brand approach to customers worldwide.

“Customers already experience Schaeffler as one technology partner. Bringing our VLS product and service portfolio together under one brand is the logical next step and reinforces our ambition to lead the future of mobility and repair,” says Jens Schueler, CEO Vehicle Lifetime Solutions.

New packaging design marks the first visible step

The rollout will begin with the FAG aftermarket portfolio. Starting in Q2 2027, products worldwide will feature a new packaging design that places the Schaeffler brand more prominently and introduces a more unified visual identity. At the same time, the well-established brands FAG, INA and LuK will remain visible in a supporting role, ensuring orientation, continuity and recognition for customers.

This approach preserves the strong market awareness and trust these product brands have built over decades, while creating a clearer and more consistent Schaeffler presence across the aftermarket.

At Automechanika Frankfurt 2026, Schaeffler Vehicle Lifetime Solutions will offer an initial preview of its future brand experience. "Professional mechanics expect integrated repair solutions they can trust. Our 'one brand' approach will simplify decision-making for installers, strengthen the connection with the Schaeffler corporate brand and make our communications more efficient. By retaining the established FAG, INA and LuK nameplates, we ensure a smooth transition while preserving the trust and recognition these brands have built. Our distribution partners also benefit from a mono brand structure and reduced communication complexity," says Maik Losleben, Head of Repair and Maintenance Solutions at Schaeffler Vehicle Lifetime Solutions.

Phased transition over the coming years

The transition will be introduced gradually, starting with FAG in Q2 2027. Product quality, specifications, part numbers, agreements, day-to-day business processes and online catalogs will remain unchanged. Product labeling will also remain unchanged: FAG, LuK and INA brand names will continue to be visible on the metal components themselves. Sales tools, training and clear customer communication will be provided before each rollout step. Advertising, brochures, digital assets and point-of-sale materials will adopt a clear Schaeffler focus, with product-brand names used as supporting elements.

Furthermore, the company is introducing a clear and meaningful product-naming concept under the Schaeffler brand as a global standard. This phased approach ensures continuity for distributors and workshops in their daily business, while making the broader Schaeffler portfolio easier to recognize, navigate and access.

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.

Unveiled for the first time at Automechanika Frankfurt 2026: the new aftermarket packaging design for the FAG portfolio. INA and LuK products remain unchanged in 2027.

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