



OPTIMAL expands engine timing kit range across European market

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OPTIMAL has expanded its engine timing kit range in response to the growing technical demands of the European independent aftermarket, with the launch of two new solutions.

The introduction of new Timing Chain Kits and Water Pump Kits gives workshops access to complete, OE-quality timing assemblies tailored to the specific requirements of chain- and belt-driven engine platforms. Developed to reflect the increasing complexity of the European vehicle parc, both kits are application-matched, ready to install, and engineered for long-term performance.

Designed for chain-driven engines, the new Timing Chain Kits offer a comprehensive system solution with over 280 SKUs, covering more than 91% of the European car parc. Each kit includes all essential OE-spec components – including pre-elongated alloy-steel chains, hardened sprockets, VVT units, low-friction guides, tensioners, oil-pump sprockets and seals – manufactured to ISO 9001:2015 and IATF 16949 standards for strength, thermal stability and durability.

For belt-driven platforms, OPTIMAL's Water Pump Kits provide an equally robust answer. Each set combines an OE-origin timing belt with precision-matched tensioner pulleys, idlers, and a high-performance water pump – available in both standard and switchable hydraulic configurations. The pumps are built in ISO 9001:2015 and IATF 16949-certified facilities, using reinforced bearings and high-temperature seals to ensure reliable cooling and drive system integrity. With over 140 SKUs, the range covers 97% of European belt-driven applications.

Each kit is delivered as a complete, ready-to-fit package that enhances workshop efficiency and ensures first-time accuracy. Both ranges come in modular, eco-conscious packaging that reduces waste and improves handling on the workshop floor.

Aykut Asiloglu, Head of Sales at OPTIMAL, said: "Workshops rely on more than just good parts – they rely on consistency. These kits are built around the real-world needs of the workshop – complete, ready to install, and designed to reduce fitting time without compromising on performance. Every component is engineered to OE standards and matched to its application, helping technicians work efficiently and deliver high-quality repairs across a wide range of vehicle platforms."

OPTIMAL benefits from being part of the Emotive family - a one-stop shop for independent workshops across Europe - working with strategic and local distribution partners to ensure fast and reliable parts availability across the markets. This connection ensures that the new engine timing kit range is supported by local product training, trusted logistics and responsive customer support – helping workshops deliver consistently high standards of service.

Martin Conrad, Chief Executive Officer at Emotive, said: "The complexity of modern vehicle engines demands a smarter approach from the aftermarket. OPTIMAL's new engine timing kits give technicians everything they need – OE-quality, application-specific, and complete in one box. Whether the vehicle uses a chain or a belt-driven system, we're making sure our customers can fit with speed, certainty and confidence."



About OPTIMAL

Founded in 1991, OPTIMAL is a trusted name in high-quality engine, steering, suspension, braking, drivetrain, and filtration components. Today, as part of Emotive – Europe's leading platform for automotive aftermarket solutions – the brand benefits from a powerful distribution and support network that reaches more than 120,000 customers across over 100 countries.

About Emotive

Emotive (www.emotive.group) is a leading platform for automotive aftermarket solutions in Europe with more than 300 years of combined company history and experience. Our purpose is to provide sustainable mobility to every driver. We provide a wide range of products and services, including braking, suspension, electrics & electronics, engine, body parts, cooling & heating, filtration, steering, drive train, and lubricant & chemicals, to more than 300,000 workshops, delivered across 100 countries daily. The Emotive platform is powered by the following brands: OPTIMAL, ERA, MPM Oil, Platinum Plus, VEGE, MRT, Starline and Triple QX.