



Press briefing

Also, in 2023, BILSTEIN products have once again been a winner in a series of important readers' polls

Five times first place for BILSTEIN suspensions

Another year comes to an end – and once again the suspension specialist from Ennepetal can look back to an extremely positive and very favourable year. As in previous years, BILSTEIN suspensions took first places in readers' polls conducted by leading car magazines. The special thing about it: BILSTEIN suspensions do not only thrill sports drivers on the racetrack. The high-tech products from Ennepetal have also proven their qualities in classic and vintage cars and have been rewarded by readers with top results.

Already early this year, the readers of MOTOR KLASSIK were once again enthusiastic about BILSTEIN and chose the driving dynamics specialist as the winner of the Best Brand category "Suspensions". In addition to selected historic models of various age groups, readers were also able to vote in the Motor Klassik Award 2023 for current cars that have what it takes to become classics of the future. A total of 18,063 readers took part in the vote, with a large majority of 73.4 percent opting for BILSTEIN suspensions.

For the 17th time already, readers of the AUTO MOTOR UND SPORT car magazine voted not only for their "Best Cars 2023". Also the "Best Brands" were in the focus in 25 categories, with awards for renowned brands in the fields of "Automotive accessories", "OEM" and "Automotive services". The winner in the "Sports suspensions" category was BILSTEIN: the products of the Ennepetal suspension specialists got 73.2 percent of the votes, once again confirming the top position for BILSTEIN.

The readership of the MOTORSPORT car magazine is characterised by a lot of empathy and passion for motor sports. Apart from the "Racers of the year", readers can also vote for vehicles and accessories. BILSTEIN competed in the "Sports suspensions" and "Coilover suspensions" categories and took first place each time. 64 percent of the readers made BILSTEIN the winner in the sports suspensions category, 55.3 percent decided for BILSTEIN in the coilover suspensions category.

BILSTEIN was successful twice in the big readers' poll of the car magazines AUTO ZEITUNG and AUTO ZEITUNG CLASSIC CARS. A large readership chose the top brands from various categories and BILSTEIN was awarded the seal "Golden Top Brand" for the "sports suspensions".

For BILSTEIN, one of the highlights of the year is the annual sport auto AWARD where particularly enthusiastic readers select their favourites from a wide offering. They were able to vote for 190 vehicles, divided into 13 series classes and seven tuning classes. In addition, readers could vote for their preferred cars in the "Best Brands" category. In two categories, "shock absorbers" and "sports suspensions", the vast majority of sport auto readers placed the products from Ennepetal on the podium. 67.5 percent made BILSTEIN the winner for shock absorbers, while 62.3 percent placed BILSTEIN'S sport suspensions first. A total of 9,344 readers of the car magazine contributed to the poll.

BILSTEIN appreciates the many votes and the great trust from all readers of the car magazines.



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