



OPTIMAL

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Langenbach, Germany, October 15, 2026

OPTIMAL, part of the Emotive group, has expanded its filtration portfolio with a new range of Automatic Transmission Fluid (ATF) filtration kits for workshops servicing automatic vehicles.

The new range includes 48 parts covering key automatic transmission applications across the European car parc. The kits give mechanics a choice of components depending on the level of transmission maintenance required.

The range is available in light, intermediate and complete configurations. Depending on the application, kits can include filters and seals, alongside accessories such as plugs, bolts, washers and pins.

Filtration technologies have been developed in line with OE specifications and requirements, while dedicated sealing structures help prevent leakage and maintain system pressure. Each kit is also matched with the relevant MPM ATF oil grades and quantities, giving workshops clear information on the fluid required for each transmission.

The launch comes as automatic transmissions become more common across the European car parc, including in hybrid and electric vehicles, increasing the number of vehicles requiring specialist transmission maintenance.

Martin Conrad, Chief Executive Officer at Emotive, said: “Automatic transmissions are becoming more common across Europe, so it is increasingly important that workshops can access the right parts and servicing information.

“OPTIMAL’s new ATF filtration kits have been developed around the practical needs of mechanics, with different options depending on the maintenance being carried out. Combined with the relevant MPM fluid specifications, they give workshops a

straightforward solution for automatic transmission servicing.”

OPTIMAL has more than 30 years’ experience in the independent aftermarket and offers almost 62,000 products across categories including wheel bearings, steering and suspension, braking, engine and filtration.

The new OPTIMAL ATF filtration kits are currently available through Emotive’s strategic distribution partner, LKQ.*.

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* The products featured in this announcement form part of the wider OPTIMAL portfolio. Availability may vary by country, distributor and product range. As of the date of this release, OPTIMAL's new ATF filtration kits are available through our strategic distribution partner, LKQ, in the DACH, Central and Eastern Europe, Benelux-France, the UK and Ireland, and Italy regions.

About OPTIMAL

With more than 30 years of experience in the independent automotive aftermarket, OPTIMAL offers almost 62,000 products across key mechanical categories, including wheel bearings, steering and suspension, braking, engine and filtration.

About Emotive

Emotive is a strategic platform for the independent automotive aftermarket, connecting specialist brands under a shared commitment to innovation, quality, and sustainability. With operations in ten countries — including Switzerland, the UK, Germany, Italy, the Netherlands, and Spain — and distribution partnerships spanning more than 100 markets, Emotive delivers over 70 million parts each year to more than 120,000 workshops across Europe and beyond.

By uniting established aftermarket brands on a single platform, Emotive enables partners to access a comprehensive and future-ready product portfolio backed by local expertise, global reach, and a vision centred on shaping the future of mobility. The Emotive platform is powered by the following brands: OPTIMAL, ERA, MPM Oil, Platinum Plus, VEGE, MRT, Starline and Triple QX.

For more information, visit: www.emotive.group