



Automotive solution

## Starline launches coated brake disc range for the independent aftermarket

Zug, Switzerland, June 03, 2026

Starline, a trusted aftermarket brand supplying reliable and value-driven workshop solutions, has expanded its braking portfolio with the launch of a new coated brake disc range designed to deliver corrosion resistance, improved installation efficiency and dependable everyday performance.

Powered by Starline's BlackStar electrophoretic coating technology, the new range has been developed to meet the practical demands of modern workshops while offering enhanced durability and long-lasting protection against corrosion.

The launch strengthens Starline's position as a value-driven aftermarket brand, combining reliable quality with broad vehicle coverage and workshop-focused solutions.

The new coated brake disc range includes more than 1,000 SKUs, covering over 90% of the European car parc, with dedicated drilled variants available for selected applications.

Each disc features a full-surface electrophoretic black coating designed to help reduce oxidation and corrosion while also streamlining installation by removing the cleaning process typically required with standard oiled discs.

All discs are ECE R90 compliant and salt spray corrosion tested to ensure reliable braking performance and long-term durability in a wide range of driving conditions, including harsh winter environments.

Starline is part of Emotive, a pan-European aftermarket platform supporting over 120,000 workshops across more than 100 markets. Through Emotive's infrastructure, Starline delivers technical support, responsive logistics and a growing product portfolio that reflects the needs of the modern garage.

**Martin Conrad, CEO at Emotive, added:** "Brake discs remain one of the highest-volume service categories in the aftermarket, so availability, ease of fitting and consistent quality are critical for workshops. With broad vehicle coverage and corrosion-resistant coating technology, the new Starline range has been designed to support efficient workshop operations while providing a dependable and competitively positioned braking solution. As customers expectations continue to rise, the range reflects Starline's continued focus on practical innovation, developing products that help technicians work more efficiently while maintaining the quality and durability drivers expect from modern braking systems."

ENDS



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### **About Starline**

Established in 1999, Starline is a trusted automotive aftermarket brand offering a broad portfolio of mechanical, electrical and electronic components, lubricants, body parts and workshop equipment. With more than 50 product ranges covering over 90% of passenger vehicle applications, Starline provides value-driven solutions designed for the everyday needs of workshops worldwide.

### **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, the Netherlands, Italy 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.