



# SELLING **SENSEN**<sup>®</sup>

STRUTS & SHOCK ABSORBERS

*"Where Quality Meets Affordability"*

THE OFFICIAL GUIDE  
FOR THE AUTO PARTS  
PROFESSIONAL



[www.sensen-na.com](http://www.sensen-na.com)  
ISO 9001:2000 ISO/TS 16949:2009



Now covering the most popular  
applications, domestic  
and import.



# Top 10 SENSEN Selling Points

## 1. Lifetime Warranty

SENSEN® Shocks & Struts are backed by an industry-leading limited lifetime warranty.



## 2. OE Supplier

SENSEN® is an OE supplier to domestic China for European brands Volvo, Audi, and Volkswagen.



## 3. Single-Source Factory

All SENSEN® shocks and struts are manufactured in the SENSEN® factory. This provides enhanced consistency and quality control. Many other brands are sourced from multiple factories leading to possible inconsistencies in quality and appearance.



## 4. Benchmark Tested Against Industry Leaders

SENSEN® is designed to meet or exceed OE specifications and is benchmarked for quality and performance to industry leading brands.



## 5. Manufacturing History

SENSEN® has been manufacturing high quality shocks and struts since 1985.

## 6. Top Factory Quality Certifications

The SENSEN® factory is certified ISO 9001 and ISO/TS 16949.

## 7. Premium Powder-Coat Finish

All SENSEN® products have the same attractive powder-coat finish. The finish provides long lasting corrosion and rust protection.

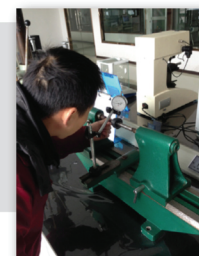


## 8. Premium Components and Manufacturing Processes

SENSEN® shocks use high quality carbon steel rods with a hardened chrome finish and Japanese-made NOK seals. Precision robotic welding further enhances the quality and appearance of the product.

## 9. Individual Testing

Each SENSEN® shock is individually tested during the manufacturing process thereby reducing warranty rates.



## 10. Quality Value Alternative

Premium brands can be cost prohibitive to many consumer budgets and in relation to the vehicle's value. SENSEN® is a quality value alternative in many shock and strut replacement circumstances.



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# The Typical SENSEN Selling Scenario

A customer owning a vehicle worth \$3,000 is advised that they need new struts. The consumer has a decision to make: go ahead with the repair or drive the car as is. The decision is often a balance of need vs. affordability.

The *Customer*...the *Installer* and *YOU* need purchase options.

**2002 Honda Accord**  
**Blue Book Value**  
**\$3,000**



**SENSEN** COMPETITOR

Typical Retail Price*	\$183	\$346
Percentage of Blue Book Value*	6%	11%

Percentage savings vs. Competitor	47%
Percentage of Blue Book Value Savings	5%

\*excludes labor costs

**TOTAL SAVINGS:**

**\$164**

***Apply these savings to cross sell  
SENSEN Strut Mounts, Coil Springs,  
Bushings & Boot Kits.***

