



**C L E P A**  
*European Association of  
Automotive Suppliers*

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**PRESS RELEASE**

**AUTOMOTIVE AFTERMARKET SECURITY INFRASTRUCTURE-  
RECOMMENDATIONS FOR PRODUCT AUTHENTICATION AND  
TRACEABILITY TO COMBAT COUNTERFEITING**

Major European automotive component & equipment manufacturing companies, represented by the CLEPA (European Association of Automotive Suppliers), started last year a standardized process to combat counterfeiting of automotive parts. In addition to posing a threat to consumer safety, it is estimated that product piracy costs the global automotive parts industry p 5-10 billion per year.

The result is the CLEPA ó Code as a potential industry solution. It is the deployment of information technology and bar coding ó a GS1 and ISO compliant standard designed as a powerful countermeasure against product piracy with the added benefit of improving track & tracing abilities along the whole supply chain.

This CLEPA code recommendation assigns to each and every single automotive aftermarket product a globally unique identifier in the form of a two dimensional Data Matrix bar code. Each individual item can then be authenticated. The authentication will be done on the basis of intelligent test algorithms within a secure data base which can not be amended from unauthorized persons.

Josef Frank, Director of CLEPA Aftermarket, is delighted about the development: öThe global coding standard is tailored to the specific need of the aftermarket industry. They are approved by GS1 and ISO. On the other hand it leaves enough room for company specific adaptations. Additional benefits are the track & trace ability, low implementation costs in manufacturing, and savings in the supply chain and quality control.ö

The coding recommendations for this infrastructure have been worked out by Vesdo Ltd. a Swiss security engineering firm, specializing in authentication technologies and product coding.

A fully operational IT solution implementing the authentication process has been developed as a clearing hub by TecCom GmbH on behalf of CLEPA members. The specialist for process optimization has set up a system to check the originality worldwide 24/7.

Leading manufacturers of automotive products in Europe participated and supported the development right from the beginning, for example Bosch, Conti Teves, GKN, Schaeffler Group (LuK, FAG & INA), Tenneco, and TRW. The clearing hub TecIdentifyö is designed to enable all persons wanting to authenticate an article, e.g. customs, garages, end users, wholesale dealers, manufacturers, etc. an easy access to the system. Users can choose between an internet capable PC with a scanner or mobile phones with camera to capture their codesö, summarizes Jürgen Buchert, CEO of TecCom, the current development.

CLEPA recommends other associations to apply the CLEPA code as industry solution. CLEPA already cooperates closely with MEMA and JAPIA, the American, respective Japanese supplier associations. Furthermore CLEPA assists the initiative of the European Commission, Chinese Helpdeskö, which has as target to protect IPR of SME´s in Asia. Details see website: [www.china-iprhelpdesk.eu](http://www.china-iprhelpdesk.eu)

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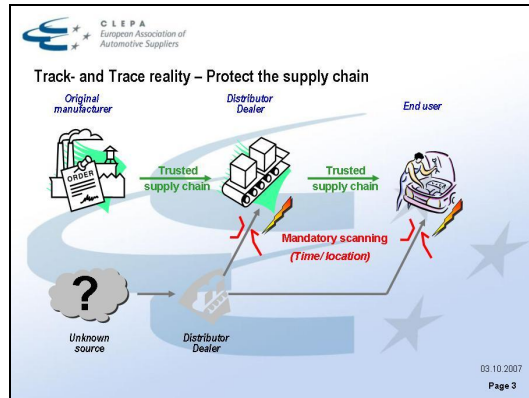
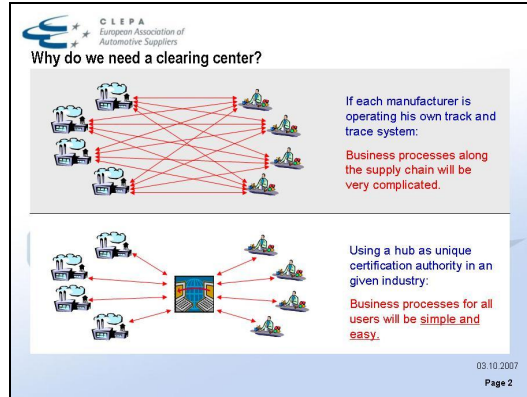
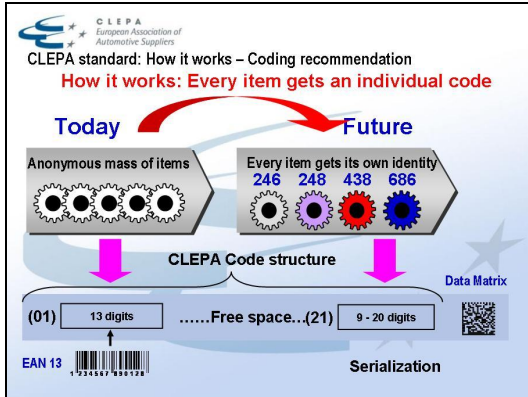
**CLEPA** is the European umbrella membership organisation representing the interests of the global automotive supply industry. More than 80 of the world's most prominent suppliers for car parts, systems and modules and 20 National trade associations and European sectoral associations are members of CLEPA, representing more than 3,000 companies, employing more than three million people and covering all products and services within the automotive supply chain. Based in Brussels, Belgium, CLEPA is recognized as the natural discussion partner by the European Institutions, United Nations and fellow associations (ACEA, JAMA, MEMA, etc).

For more information, visit [www.clepa.com](http://www.clepa.com)

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