



BEST CHOICE FOR SPARE PARTS for over 70 Years

Everything to Keep Vehicles Healthy

Maintaining quality in turbulent economic times is often a challenge, but for SWAG, the globally established replacement parts brand of the bilstein group, product quality is a sign of character, and perhaps, the only consistency over its seventy year history.

Once known for high quality engine parts, since 2000 the bilstein group has continuously developed SWAG's range to where it now offers over 25,000 OE-matching quality replacement parts across five distinct product groups known as SWAG VITAL Lines – named as such because they include all the components a vehicle needs to stay healthy and reliable.






Over the past seven decades, SWAG has always demonstrated great flexibility through product range extensions, changes of ownership, relocations, and, in 2006, the launch of a refreshed brand identity which included the development of a new logo and the introduction of the slogan 'Best Choice for Spare Parts' – a claim still valid today.

One thing that has remained consistent over the past 70 years, however, is SWAG's philosophy of never accepting anything below OE standards, a promise to its customers backed up by extensive testing and strict quality control.

Today? SWAG VITAL Lines and More!

After a further ten years of continuously adapting to the ever-changing demands of global mobility, the brand's strategy was restructured in 2022 with the launch of SWAG VITAL Lines; a huge process involving splitting its comprehensive range in to five key product groups combined with an extensive marketing campaign.

"This required the creation and inclusion of 2,200 completely new SWAG items that were introduced to strengthen the VITAL Lines ranges," explained Mick Burke, Group Category & Brand Development Director Car.

-  Steering, Suspension & NVH
-  Engine Timing, Electrics & Sensors
-  Braking, Wheel Bearings, Hubs & Fastenings
-  Lubrication & Cooling
-  SWAG EXTRA

Besides the quality of its products, the exceptional loyalty of both its customers and the workshop community worldwide alike has also always stayed the same. One thing is clear, without the enthusiastic following that SWAG has always enjoyed among customers and workshops, its success story would not have been possible; and it is only with you that SWAG will continue to be the **BEST CHOICE FOR SPARE PARTS!**



2006



2009



2018



2022