



**PREMIUM CHASSIS PARTS**

**MANUFACTURER  
OF HIGH QUALITY  
SUSPENSION AND  
STEERING PARTS**



**Totowa, New Jersey**

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**Deeza is a**

**Prime manufacturer, not a re-packager.**

It designs, develops and manufactures 95% of the products it sells. Sources only 5% from Europe.





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# Deeza has been

Originally established 20 years ago in 1990 in  
Turkey (under the name Disa Automotive Ltd).

North American Headquarters and Distribution  
center opened in 2007 in Totowa, New Jersey.





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## North American Location

- Corporate Headquarters and Main Distribution Center in Totowa, New Jersey

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Totowa, NJ 07512

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# Production Plant

Deeza has its own production plant in Chorlu, Turkey (Border town to Istanbul).



**FACTORY**  
120,000 sqf

**EMPLOYEE**  
180

**PRODUCTION CAPACITY**  
4.000.000 pcs/year



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# **Broke Ground for a New Production Plant**



**FACTORY**  
280,000 sqf

**PRODUCTION CAPACITY**  
10.000.000 pcs/year

Expected completion in 2012



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# Ditek

## ***Ditek Research & Development Ltd***

Deeza's own Research & Development company



- New product development and design (2D, 3D designs)
- Reverse engineering of OE parts for aftermarket
- Product design modifications
- Defining product information and preparing product structure trees on MRP and ERP systems
- FMEA, PPAP, etc. studies
- Design and development of quality processes and procedures
- Research on products and production technologies
- Product samples



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## **Deeza has been**

Supplier & doing private branding to major European and North American aftermarket companies with premium brands since 1990.





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**Deeza is not  
a value line or an entry line.**

**With its enhanced, patented and  
differentiated products,**

**Deeza is a  
Premium Chassis Line.**



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**Due to manufacturing history, being in Turkey and feeding into European Market for the last 20 years,**

**Deeza has a  
very strong Full Chassis Line  
for Import Applications.**

**(European, Japanese and Korean)**

Stabilizer Links, Stabilizer Link Kits, Tie Rod Ends, Ball Joints,  
Control Arms & Bushings.



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**Domestic chassis  
coverage is growing  
every day.**

**Currently offers followings for  
domestic applications**

- **stabilizer links** – 90% coverage
- **stabilizer link kits** – 90% coverage
- **Inner tie rod ends** – 90% coverage
- **outer tie rod ends**
- **ball joints**

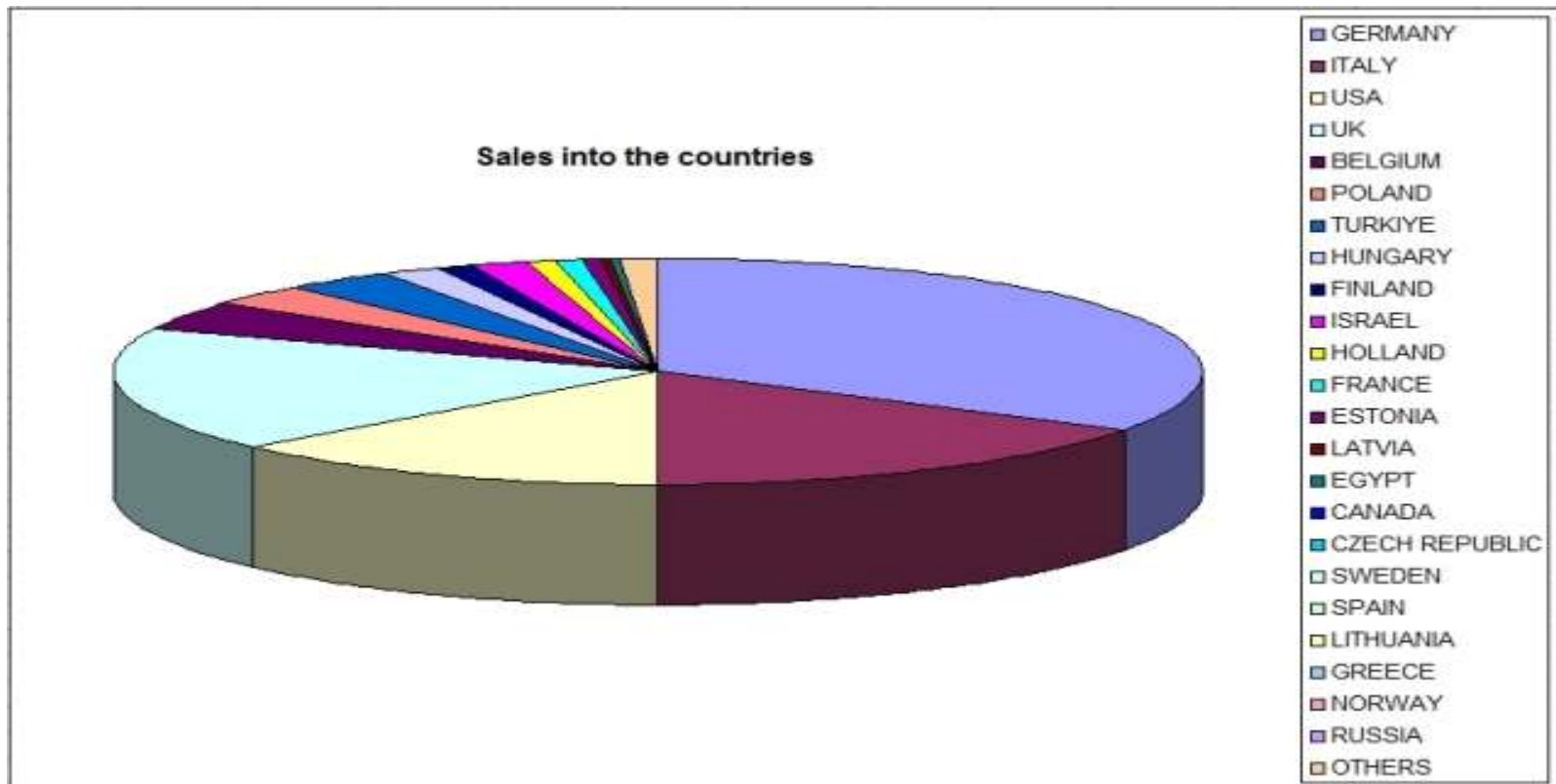


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**Deeza Production plant** supplies 100's of very well known companies and trademarks throughout Europe and North America.

### Distribution of products by country





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# **Application Coverage**

## **Only one line, Premium Line...**

Over 1,850 sku's in product portfolio to include Stabilizer Links, Stabilizer Link Kits, Tie Rod Ends, Ball Joints, Control Arms & Bushings.

Passenger Cars, Light Trucks and Light Commercial Vehicles  
from 1990's to 2010.



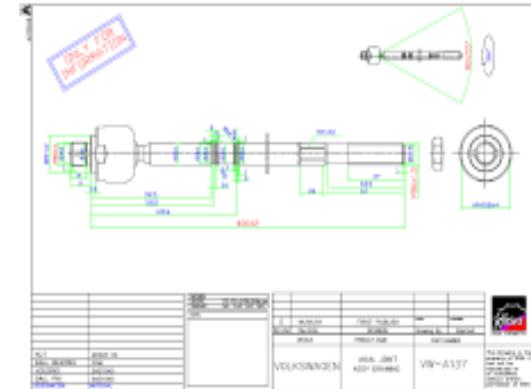
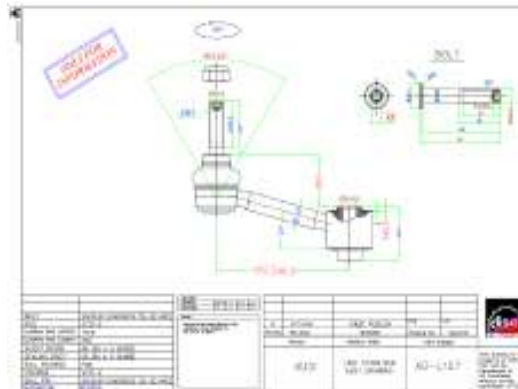
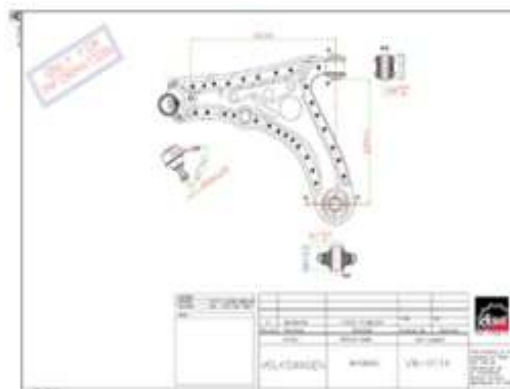


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# New Product Development

Deeza engineers design and introduce 400+ new part numbers each year.





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## Product Specifications for North America

### *Deeza Enhanced\* Joint Design*

#### Standard Aftermarket Joint Design



**Ball Stud Allen Sockets  
or Wrench Flats**  
For ease of installation

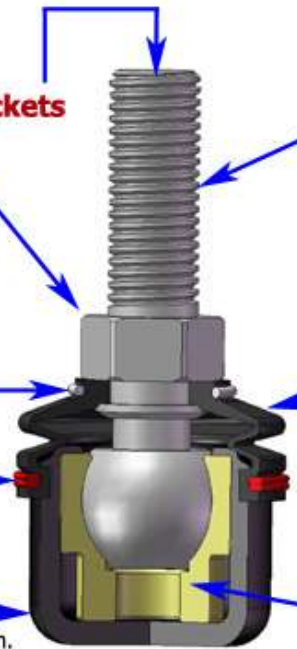
**Ball Stud**  
SAE 5140 material is hardened  
with heat treatment and CNC  
machined for perfection and  
zero-defect resulting in  
maximized corrosion resistance.  
Pre-Lubricated with  
optimum amount of grease.

**Upper &  
Lower Rings**  
Secure the dust boot.  
Protect the joint  
from contamination

**Dust Boot**  
Designed for protecting  
the joint from contamination.  
No holes, gaps or valves.  
CR 60 material for flexibility  
and overall toughness

**Housing**  
CNC machined for perfection.  
Closed back – No cover plate  
or polymer. One-piece housing  
provides extra strength in radial forces.  
SAE 1015 material

**Polymer Bearing**  
Enhanced design for resistance  
against radial, axial and vibrating forces.  
Includes grease channels and extra  
grease storage portions. POM material  
ensures performance during changing  
operating conditions.





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### \*Enhanced designs

*Unified-body housings do not require cover plates or polymer caps, this leads to a much stronger design with improved overall part integrity,*

- *Two-convex dust boot design for increased leaning angle,*
- *Special **CR60** dust boot material,*
- *For ease of installation, ball studs have been designed with wrench flats and/or allen wrench sockets for ease of installation,*
- *Precision-cut channels on inner polymer bearing walls provide significantly more grease storage and improved grease flow,*
- *Upper and lower dust boot rings are specifically designed to prevent dust boot tear. Acting much like a spring, they optimally maintain the correct clamping force and remain totally unaffected during changing operating conditions,*
- *Stabilizer links are plated with environmentally friendly **electrostatic coating** which prevents corrosion,*
- *Tie rod ends and ball joints are coated with **zinc-phosphate** for resistance against fluctuating environmental conditions and meets 72-hours salt spray test.*



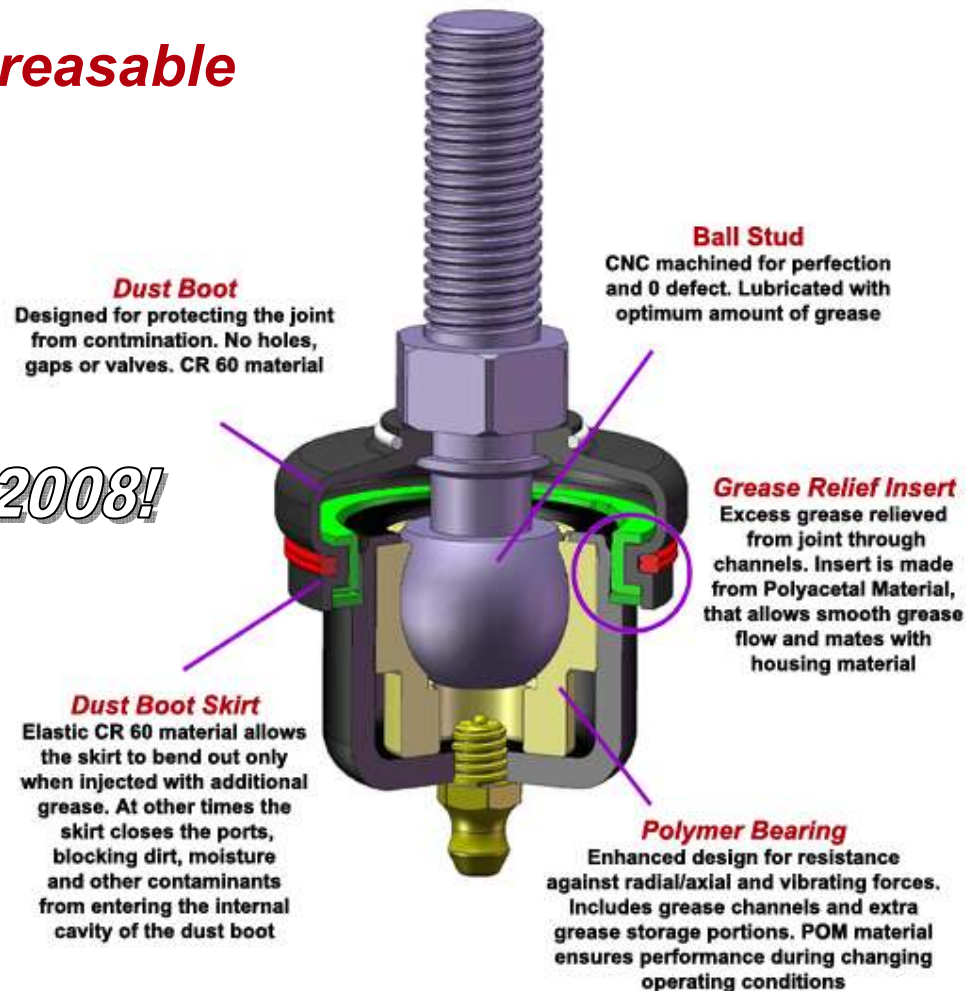
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## Patented New Technology

- **Serviceable, Greasable Joint Design**

*Released April 2008!*





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# Warranty

- All Deeza parts come with a 2 year/40,000 mile limited warranty. Deeza will replace, or refund your money for, at its option, any part it sells that wears out or breaks under warranty. The warranty begins on the day the part is purchased and expires at the end of 2 years/40,000 miles or when the vehicle is sold, whichever comes first

**Limited  
Warranty  
on all  
parts**



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# Availability

- Deeza has a 95%+ availability and fill-in rate from its New Jersey warehouse.
- Orders are shipped within 24 hours. Urgent orders received before 1 pm are shipped the same day with no additional fee.
- Drop ship.
- Daily pick-ups by Fedex, UPS and USPS.



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# Packaging

All products are packed and sealed into moisture preventative bags. This ensures parts remain rust-free during transportation and storage. These bags are environmentally friendly and do not contain nitrites or phosphates.





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## **E-CAPABILITIES**

- **Catalog**

Deeza catalog available electronically in AAIA Legacy, ACES and PIES compliant format



- **All catalog data is in Wrenthead and Activant**
- **GCommerce EDI capability**
- **Online Order Management System**  
Fully capable user-friendly web based



**OZMS**



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# Inventory Mix Management

Deeza can analyze your current inventory and propose you a program to fill the gaps where you are missing sales and make you improve your offerings.

## Deeza can and will

- Identify Deeza parts to add because domestic supplier does not have
- Identify parts to migrate to Deeza because price point, design, and/or brand does not compete well for foreign nameplate repair
- Identify older/slower moving foreign car parts to zero order points and/or return to domestic supplier
- Typical WD location adds \$15-18K / Store location is \$3-5K
- Typical Full Import and Domestic Deeza Chassis line \$30K+



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## Changing market... do you have the right tools?

1. **Price point:** Domestic-oriented aftermarket premium lines are relatively expensive as compared to import-specialist brands
2. **Brand:** In order to compete for European and many Asian repair dollars, the market often demands a foreign nameplate (domestic suppliers source almost all of these parts)
3. **Coverage:** Domestic-oriented suppliers offers between 53-61% of the “top 100” import vehicle coverage (Deeza addition will help you to get to over 85%).
4. **Enhanced Design:** Deeza’s patented product designs manufactured in our plants (over 95%), gives installers choices that have been previously unavailable in the U.S.
5. **Growth:** Quickly changing vehicle parc in North America will drive future growth in the import segment of the chassis business.

Got **Deeza**?

A man with short brown hair, wearing a blue work shirt, is looking directly at the camera. He is holding a black clipboard and a white pen. The background is a blurred workshop or garage with various tools and equipment.

**ARE YOU LOSING  
BUSINESS DUE TO  
COVERAGE,  
AVAILABILITY  
OR QUALITY?**

**KEEP YOUR BUSINESS RUNNING WITH  
DEEZA PREMIUM CHASSIS PARTS.**