



PREMIUM CHASSIS PARTS

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



Totowa, New Jersey

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info@deezachassis.com
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Deeza is a

Prime manufacturer, not a re-packager.

It designs, develops and manufactures 97% of the products it sells. Sources only 3% from Europe.





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Deeza has been

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





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North American Location

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

60 Commerce Way
Totowa, NJ 07512

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Web www.DeezaChassis.com





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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

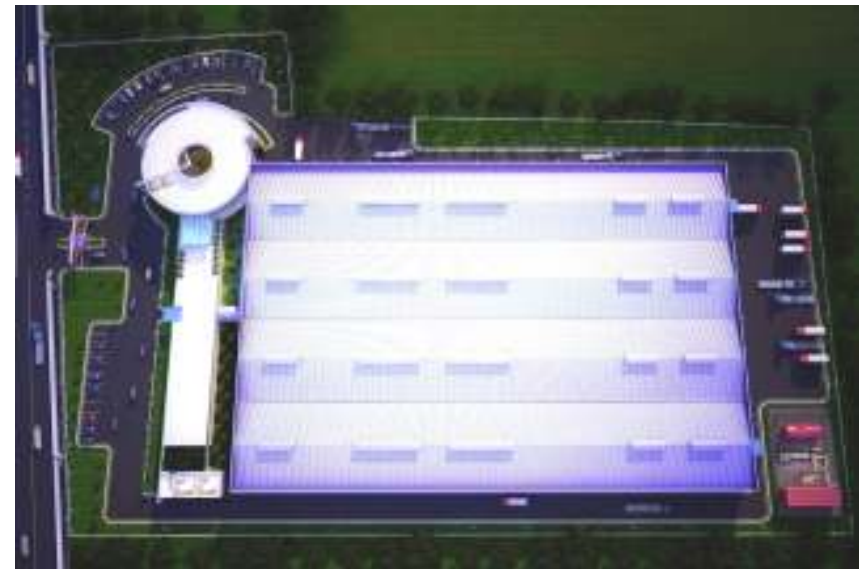
PRODUCTION CAPACITY
4.000.000 pcs/year



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Broke Ground for a New Production Plant



FACTORY
280,000 sqf

PRODUCTION CAPACITY
8.000.000 pcs/year

Expected completion in 2012



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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 / entry / economy
line.**

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

**Deeza is a
Premium Chassis Line.**



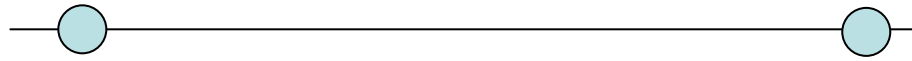
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Quality

Economy Line

Premium Line





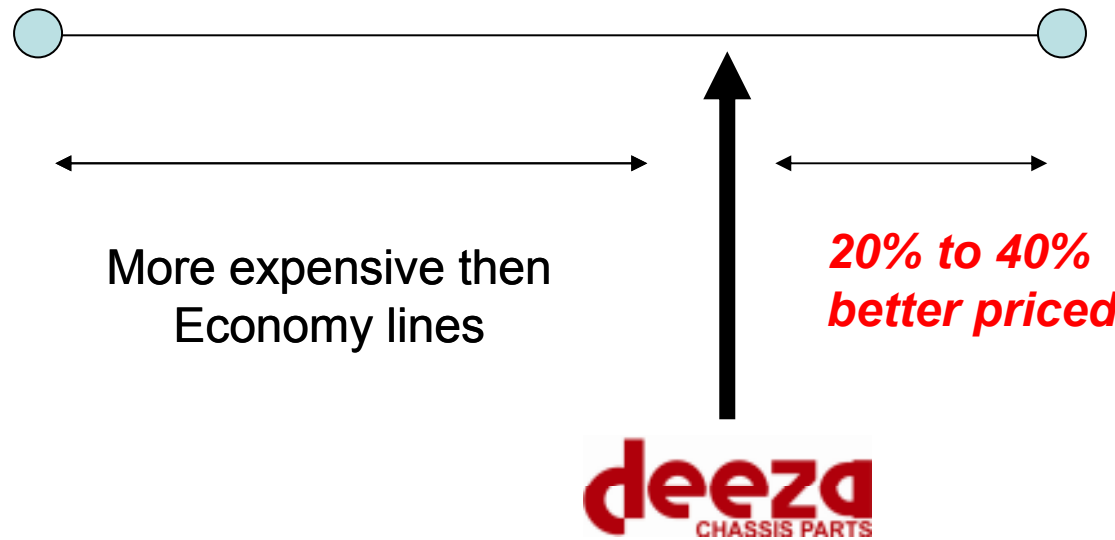
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Price

Economy Line

Premium Line

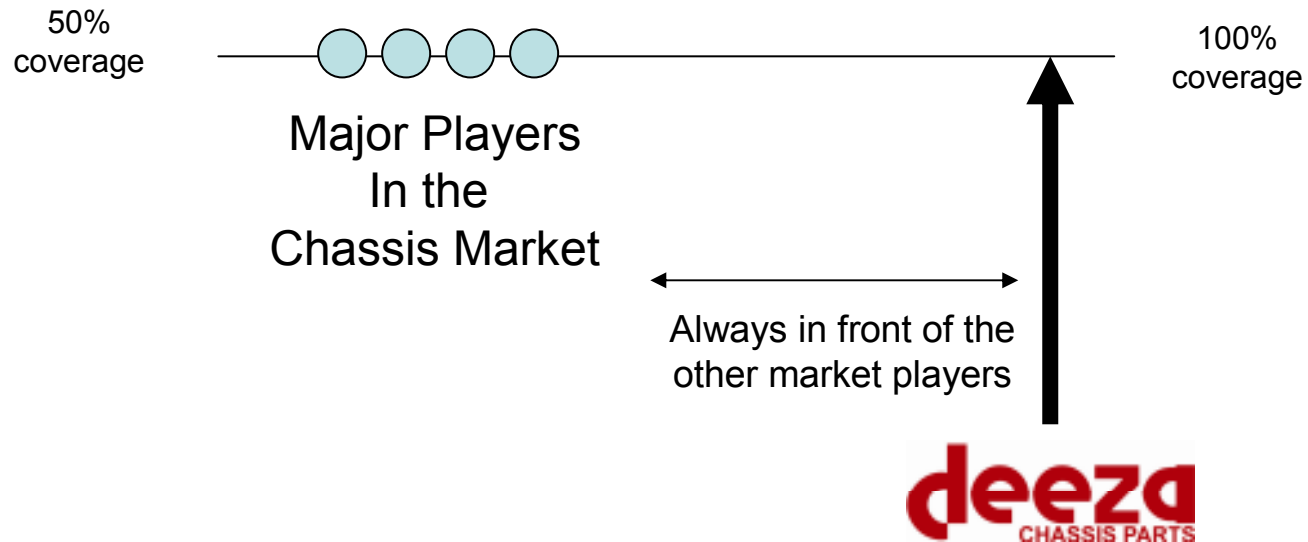




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Import Coverage



Our experience on analysis of traditional warehouse inventories shows that on average traditional warehouses carry 53% to 61% of import coverage

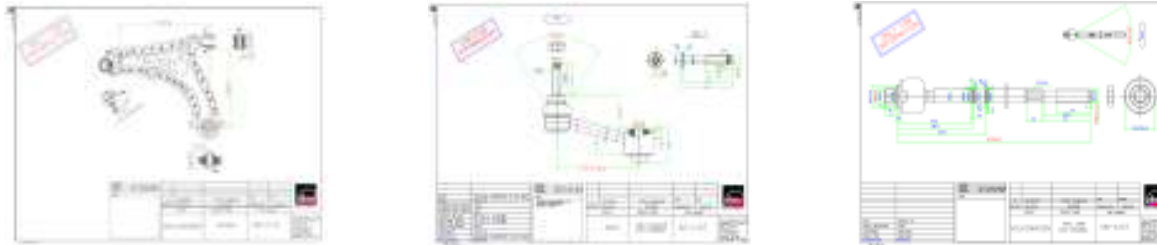


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New Product Releases

Deeza engineers design and introduce 300+ new part numbers each year.



● ● ● ●
Major Players
In the
Chassis Market

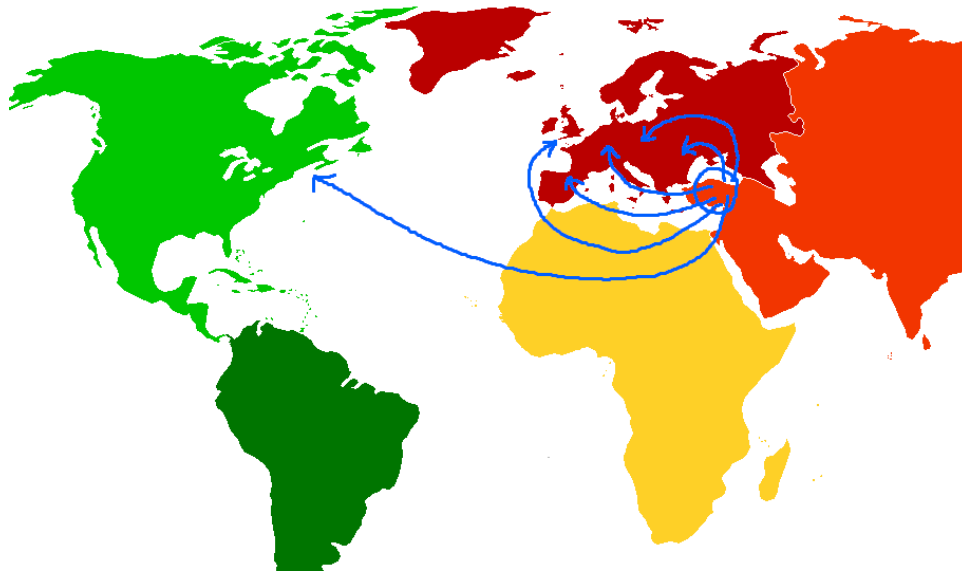
← →
Always in front of the
other market players





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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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**Not full domestic
chassis coverage, but
developing every day.**

**Currently offers followings for
domestic applications**

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

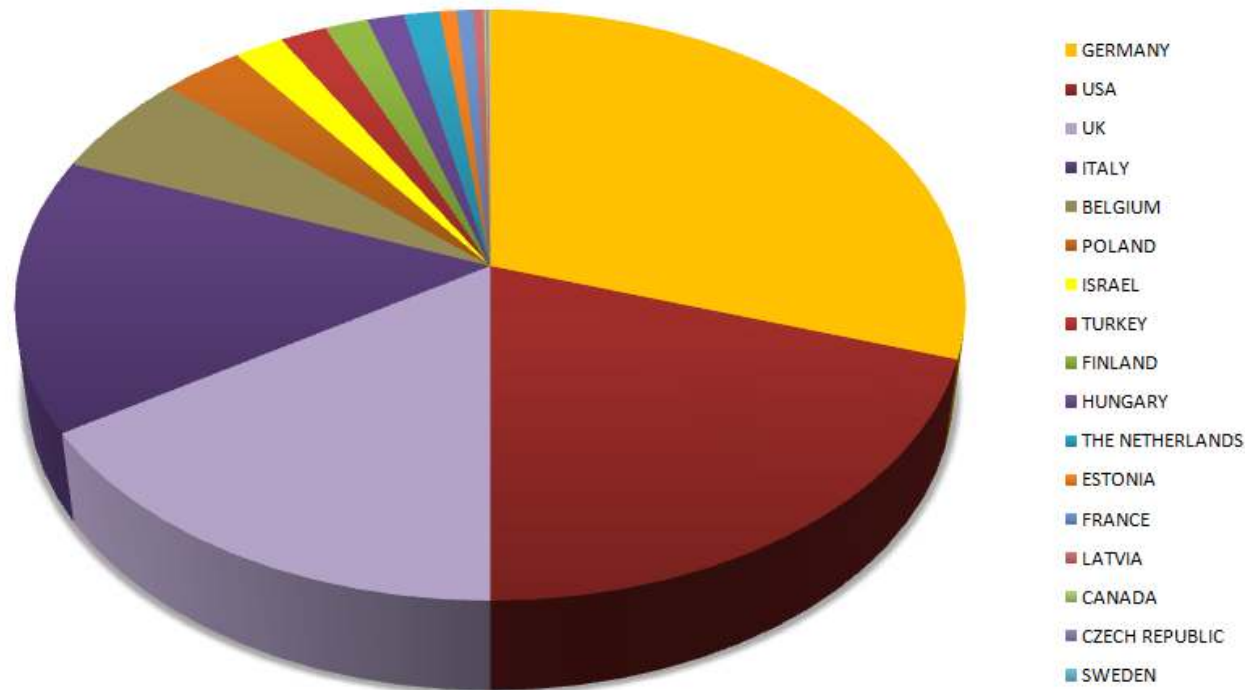


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Deeza Production plant supplies 100's of very well known companies and trademarks throughout Europe and North America.

Distribution of products by country





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Application Coverage

Only one line, Premium Line...

Over 1,900 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 2011.





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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

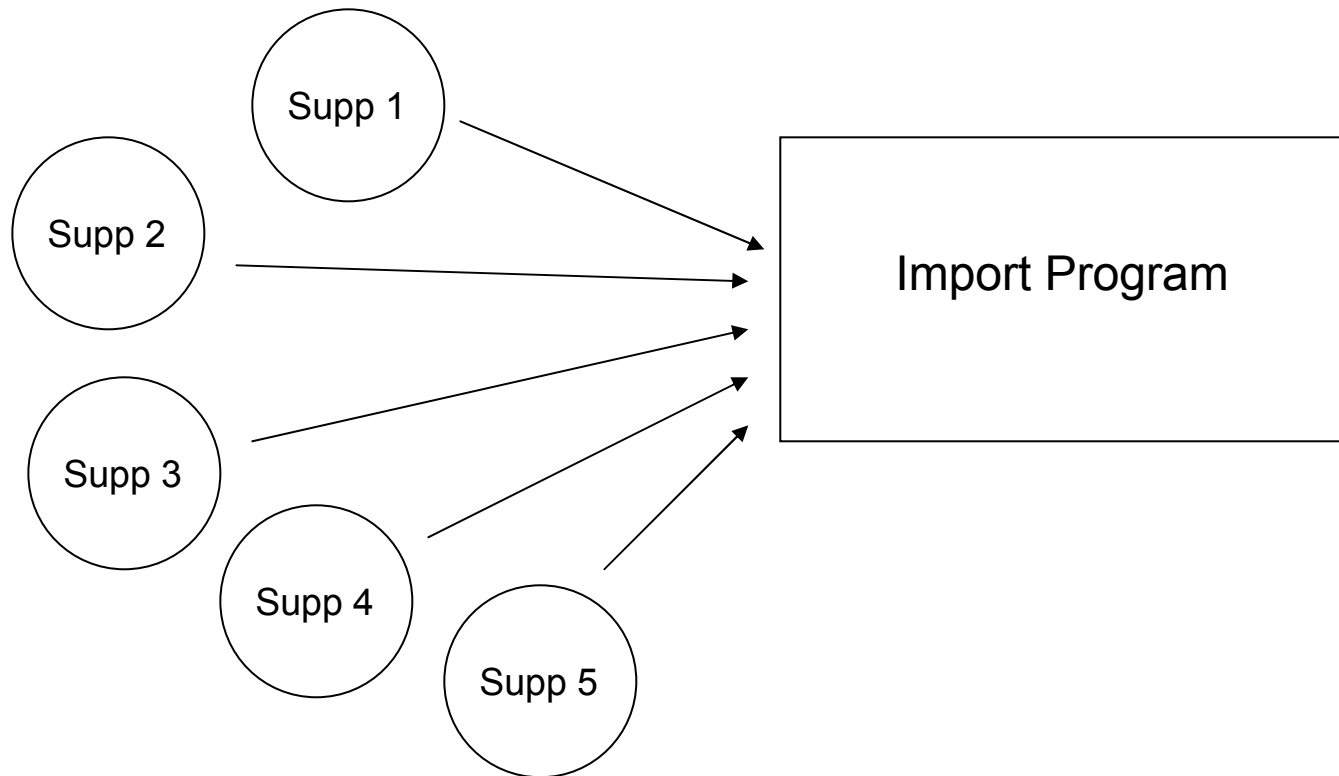
- Identify Deeza parts to add because domestic supplier does not have
- Identify parts to migrate to Deeza because price point, design, and/or brand does not compete well for foreign nameplate repair
- Identify older/slower moving foreign car parts to zero order points



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Consolidating Suppliers





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Import Program



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Deeza Inventory

- Full Import Deeza Chassis line \$36K (all movers)
- Typical A-B-C-D movers Import Deeza Chassis line \$26K (70% of full)
- Full Import + Domestic Deeza Chassis line \$51K
- Typical Store location is \$3-5K



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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

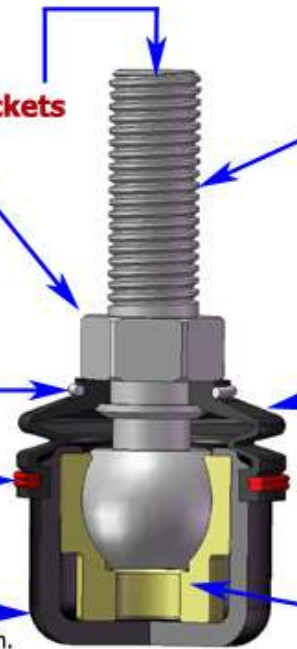
Ball Stud
SAE 5140 material is hardened
with heat treatment and CNC
machined for perfection and
zero-defect resulting in
maximized corrosion resistance.
Pre-Lubricated with
optimum amount of grease.

**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.*



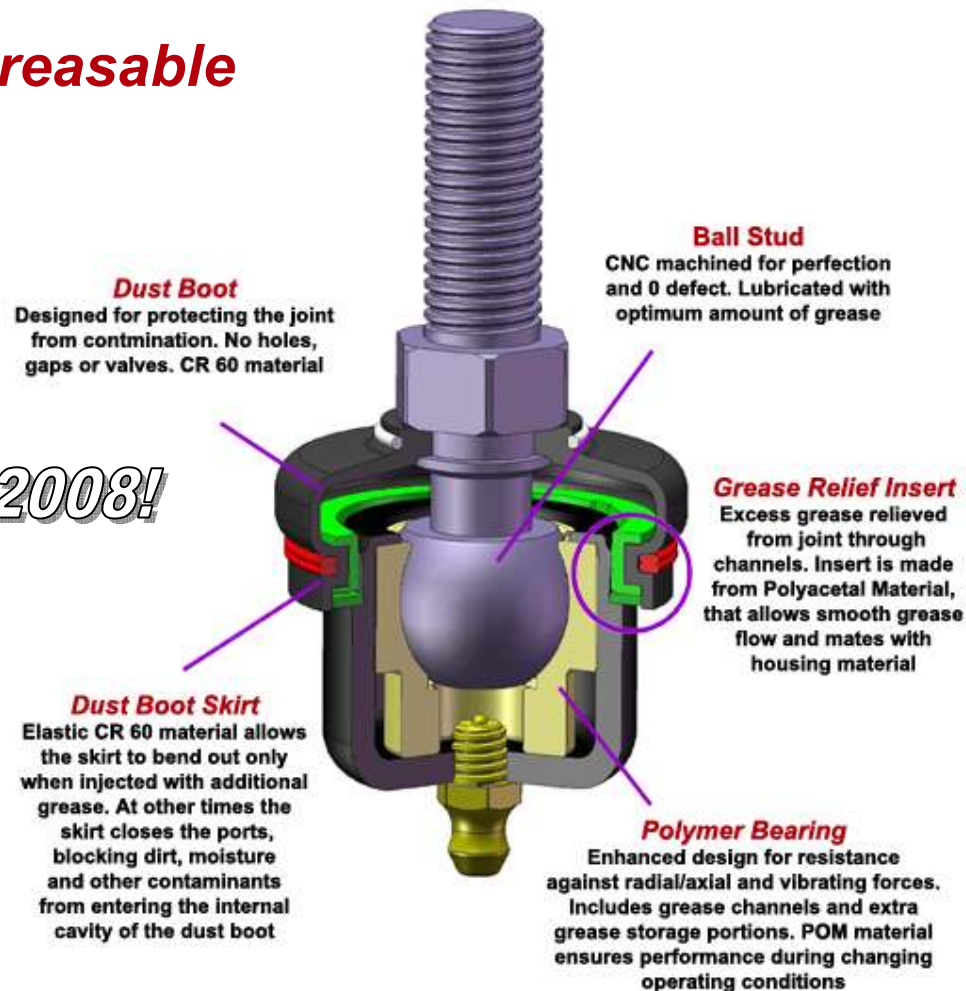
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Patented New Technology

- **Serviceable, Greasable Joint Design**

Released April 2008!





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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**?



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A man in a blue mechanic's uniform is standing in a workshop, holding a clipboard and looking towards the camera. The background shows various automotive parts and tools.

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

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