

## OEM and What Does That Mean?

Wikipedia has a great definition and says this about OEM Automotive parts:

*“When referring to auto parts, OEM refers to the manufacturer of the original equipment, that is, the parts assembled and installed during the construction of a new vehicle. In contrast, aftermarket parts are those made by companies other than the OEM, which might be installed as replacements after the car comes out of the factory. For example, if Ford used Autolite, spark plugs, Exide batteries, Bosch fuel injectors, and Ford's own engine blocks and heads when building a car, then car restorers and collectors consider those to be the OEM parts. Other-brand parts would be considered aftermarket, such as Champion spark plugs, DieHard batteries, Kinsler fuel injectors, and BMP engine blocks and heads. Many auto parts manufacturers sell parts through multiple channels, for example to car makers for installation during new-vehicle construction, to car makers for resale as automaker-branded replacement parts, and through general merchandising supply chains. Any given brand of part can be OEM on some vehicle models and aftermarket on others.”*

All Euro has always tried to provide the OEM parts first. If that part is not available or there is a drastic price difference, our solution is to carry the part in a non-OEM brand. There are often many cheaper quality alternatives available that we decide not to carry. Supplying our customers with quality parts is part of our mission.

Our many years of experience in addition to networking with groups of other Import specialists around the country have helped us **keep the junk out**. We are proud of all 200+ lines of products. We've learned decades ago that better quality parts give less problems and our goal is to provide less problems for our valued customers.

### *Example:*

Hella Lighting manufactures many headlights for BMW as well as other car makes. They are the OEM supplier to BMW and we are a distributor for Hella products. All European has no affiliation with BMW in this regard.

The Hella logo is often on the same label on the back of a headlight. This is similar to a BMW logo on the cars as they are built by BMW's manufacturing plants. The difference from Genuine to OEM is simply the BMW logo. Most of the lights we and BMW sell are built in the same plants by the same people and processes until it's time to label them. Whereas Hella has a contract to only include the BMW logo on lights it sells to BMW. Consequently, our light would be missing the BMW logo.