

**Why pay more  
for quality  
when you don't  
have to?**



FAG Generation C Deep Groove Ball Bearings

**FAG**

**SCHAEFFLER**

# FAG Generation C. Discover the Change.

## SO WHY GENERATION C?

Quite simply – C stands for change. Because in order to continuously improve, one has to be willing to change. At Schaeffler, we firmly believe this to be the case. Consequently, our FAG brand has been

continuously improving the quality of FAG Generation C deep groove ball bearings. As a result, our product now delivers less friction, less noise, and longer life. In other words: best in class!

## OPTIMIZED PROCESSES. LOWER PRICES. ONE SMOOTH OPERATION.

For us, positive change isn't limited to just the product. With new manufacturing plants and optimized production processes, we are strengthening our commitment to the standard deep groove ball bearing market.

This means we can now offer you even shorter delivery times and the industry's best price-performance ratio. Because we never stop innovating, we can now take the standard ball bearing market to the next level.

Discover the Change.



Check out our video and see for yourself how Schaeffler is setting the world in motion with FAG Generation C deep groove ball bearings.

What can FAG Generation C deep groove ball bearings set in motion for you? Find out at [www.FAG-GenerationC.com](http://www.FAG-GenerationC.com)







All production locations are certified according to ISO industry standards as well as the special standards of the automotive industry.

**You need that new ball bearing yesterday? Good thing we already produced it.**

**With top quality, it doesn't matter where it's made. What matters is that it's made by Schaeffler.**

**THE BEST QUALITY – EVEN AT THE HIGHEST PRODUCTION VOLUMES.**

Whether it comes from China, Portugal, or Germany – our original Schaeffler quality is now being produced at more locations than ever before. We are sharpening our focus on the standard deep groove

ball bearing market, and we guarantee uniform quality standards at every manufacturing plant. The advantage for you: the best quality in the largest quantities, anywhere in the world.

**BETTER AVAILABILITY.**

“We have it in stock” is something that you will be hearing from us more often in future. Thanks to our increased production capacities, we will be able to react even more quickly to your needs in

the future. Our globally-aligned warehouse concept ensures a high level of availability and delivery reliability.

**UNMATCHED VALUE.**

Only one thing about our product is not at the highest level: the price. Thanks to new plants, optimized production chains, and greater product availability, our FAG Generation C deep groove ball bearings deliver unmatched value for the

money. Because quality doesn't have to be expensive. See for yourself. Talk to one of our sales representatives or distributors in your area.





# If you want to build the world's best machines, you don't start with the second-best parts.

Whatever your plans, FAG Generation C deep groove ball bearings always give you that all-important advantage. The improved design guarantees optimum results in a broad range of applications. Longer life,

less noise, lower friction – whatever you need, FAG Generation C deep groove ball bearings deliver peak performance.



Quality that's "Made by Schaeffler": Throughout the world, all of our plants operate uniformly in accordance with German standards.

## YOU HAVEN'T DISCOVERED FAG GENERATION C FOR YOURSELF YET? NO WORRIES, IT'S NOT TOO LATE.

To ensure the best value, those who think strategically always weigh quality and price when sourcing components. For this reason, it's well worth taking a closer look at Schaeffler's standard product range –

as evidenced by FAG Generation C deep groove ball bearings. So if your purchasing responsibilities require you to be particularly careful when counting costs, you should start counting on us today!



### PATENTED IDEAS FOR BETTER SEALING.

Our FAG Generation C deep groove ball bearings offer optimal protection against dust and moisture. Thanks to available non-contact BRS and axial-contact HRS and ELS seals, these bearings keep out more contaminants than ever before. And our patented Z-type shield efficiently keeps grease in and dust out. Bottom line: Nothing gets in. Or out.

### THE QUIETEST IN ITS CLASS.

Did you hear that? Of course not. That's because the design improvements we made to FAG Generation C deep groove ball bearings significantly reduce the amount of noise that is generated. Especially inside electric motors, our FAG Generation C deep groove ball bearings offer a critical advantage.

### LOWEST FRICTION.

Thanks to Schaeffler's ever-tightening manufacturing tolerances, FAG Generation C deep groove ball bearings generate even less friction than before. This also means that they generate less heat. As a result, a recent benchmark study yielded the following verdict: "Best-in-class energy efficiency."



**With us, your applications will run smoothly. So will your business.**



**LEADING MANUFACTURERS RELY ON FAG GENERATION C.**

Thanks to the ELS contact seal, our FAG Generation C deep groove ball bearings not only keep out contaminants, they generate less friction than any competitor’s product. And they are fully adaptable for axial loads. In fact, a class-leading wheel

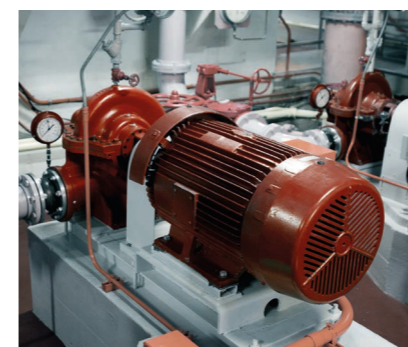
bearing using the FAG Generation C deep groove ball bearing has been developed for two-wheelers. After extensively testing our innovative product, leading motorcycle manufacturers have ordered millions.

**SOLUTIONS THAT ARE VIRTUALLY TAILORED TO YOUR NEEDS.**

Main application	Challenge	Advantages of the FAG Generation C Deep Groove Ball Bearings
Electric motors	<ul style="list-style-type: none"> <li>• Long operating life</li> <li>• Low noise generation</li> <li>• Less friction</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced grease leakage / dust penetration and lower heat development</li> <li>• Increased rating life for grease and bearings</li> <li>• Lower friction thanks to the innovative bearing design</li> <li>• Optimized noise and vibration behavior</li> </ul>
Fans	<ul style="list-style-type: none"> <li>• Prevent vibrations and noise</li> </ul>	<ul style="list-style-type: none"> <li>• Improved raceway geometries</li> <li>• Greater bearing precision</li> <li>• Less bearing vibration</li> <li>• Softer and smoother running</li> </ul>
Motorcycles	<ul style="list-style-type: none"> <li>• Keep out dust and dirt</li> </ul>	<ul style="list-style-type: none"> <li>• Newly developed and specially designed for motorcycle use</li> <li>• Thanks to its innovative geometry, the ELS seal provides even better protection from dust and dirt</li> </ul>
Electric tools	<ul style="list-style-type: none"> <li>• Keep out dust</li> </ul>	<ul style="list-style-type: none"> <li>• Large selection of seals offers optimal protection against the ingress of dust</li> </ul>

**GREATER EFFICIENCY IN ELECTRIC MOTORS.**

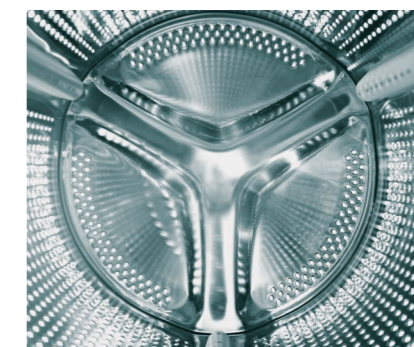
The FAG Generation C deep groove ball bearing is remarkably quiet and generates very low friction – which makes it perfect for use in an electric motor. Whether it’s inside a washing machine, a power tool, or a fan: Our new design minimizes frictional torque and maximizes efficiency – which saves energy and costs, and protects the environment.



Silence: The sound produced by electric motors that use our bearings.

**WORLD CHAMPIONS IN RUNNING QUIETLY.**

Customers prefer washing machines and dishwashers that run quietly and last a long time. The FAG Generation C deep groove ball bearing’s innovative design results in less noise and reduced vibrations.



Constantly spinning. Yet doing so with minimal friction.

**OUR BEARINGS: YOUR WORK-SHOP’S DUST-FREE ZONE.**

In a workshop, dust and dirt are permitted just about anywhere. Except in the bearings inside the tools. Thanks to our innovative seal design, this can’t happen. FAG Generation C deep groove ball bearings are absolutely impermeable, so grease stays in and dust stays out.



Dust in the wind. But not in the bearing.





The London Eye – just one of the many projects around the world that run with Schaeffler.

## SCHAEFFLER – THE RIGHT PARTNER, RIGHT WHERE YOU NEED US.

It takes an experienced partner to ensure long-term success in the global marketplace. A partner like Schaeffler. There is a good reason why – for decades – we have been the leading company in the rolling bearing market. We take a holistic approach to working with our customers. Our Schaeffler Global Technology Network

includes more than 1,250 local engineers at over 135 sales locations and more than 25 Schaeffler technology centers. Additional support is provided by 1,000 industry and product experts and 6,000 development engineers. So regardless of the market you plan to conquer, chances are we're already there – ready for you.

## SERVICE AT SCHAEFFLER.

We want you to get the very best performance and efficiency out of our precision products. To make sure this happens, they should be used properly. To that end, Schaeffler offers you the necessary product support. Our mounting service, training programs, as well as services for properly aligning, lubricating, and monitoring bearings ensure that your Schaeffler products last a long time.

With *medias*, our global product selection and consultation system, you can access technical data and CAD data, calculate bearings according to the

catalog standard, and request offers online. BEARINX is Schaeffler's proprietary program for calculating rolling bearings and linear guidance systems in complex systems. It enables detailed analysis of rolling bearings, right up to the individual rolling contact point. Our local sales representatives are happy to provide personalized, expert guidance tailored to your specific product requirements.

# Are you pursuing a global success strategy? Then that makes two of us.

## WE HAVE A WHOLE LOT MORE IN STORE FOR YOU.

Schaeffler's Industrial division offers a product portfolio that ranges from millimeter-sized miniature bearings to standard rolling bearings to special rolling and plain bearings for large machines and heavy equipment. "Smart" products and networked components are becoming increasingly important

for these applications. Schaeffler's state-of-the-art "Machine Tool 4.0" includes sensors that measure and report vibrations, forces, and temperatures at all relevant bearing positions. This enables Schaeffler to offer you "added value through digitalization."





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