

BILSTEIN Academy

The training programme



The Academy

Knowledge is the basis of success. This was August Bilstein's concept when he founded the innovation incubator BILSTEIN in 1873. It was also the motto of all our technicians and engineers, whose powers of innovation have enabled BILSTEIN to win numerous international motor sports titles and the trust of the most prestigious automotive marques.

We would like to pass on to you the experience we have gained through our success in motor sports and our expertise in the field of Original Equipment. The BILSTEIN Academy has the right training programmes for your field - whether you work in the trade, garage or workshop, customising or the aftermarket business. Through exciting theory courses and unforgettable practical seminars you will gain a wealth of interesting information about shock absorbers, suspension units and sales strategies. So your customers can enjoy an even better service. And you can enhance your turnover.

We look forward to meeting you!

A fully customised programme

We can provide bespoke courses to suit government agencies and private companies with highly specific requirements. You can pick precisely the modular units that you need out of the seven options we offer. Please remember, though, that the practical modules B5 and BTS2 can only be taken in conjunction with at least one further module.

Course overview



The BILSTEIN Academy offers six training courses designed for different target groups. Individual courses can also be arranged to meet specific requirements.

- A Basic course:**
“How to utilise BILSTEIN’s full range for additional business.”
BT 1 BTS 1
- B Technology course:**
“BILSTEIN suspension technology. What really counts.”
BT 1 BT 2
- C Success course:**
“Good reasons for choosing BILSTEIN.”
BT 1 BT 3
- D The hands-on course:**
“Try BILSTEIN. Experience the difference.”
BT 1 BTS 2
- E Professional course:**
“Suspension technology for pros. What really counts.”
BT 1 BT 2 BT 3
- F Special course:**
“The suspension specialist.”
BT 1 BT 2 BT 4 BT 5

Course modules

The BILSTEIN course programme is based on a modular system where units are interchangeable. The individual modules are:

- BT 1** Delivery programme and product-specific knowledge (BILSTEIN B1 – B16), motor sports, special applications, catalogue information.
- BT 2** Basics about suspension technology, construction and function of the damper system/vehicle spring, combined effect of shock absorber/vehicle spring with other susp. parts, effect of defective shock absorbers.
- BT 3** Definition of the chain of arguments for all target groups, additional business and differentiation, increased professionalism by technical consultation.
- BT 4** Testing and damage diagnosis, fitting instructions, disposing of the shocks, special tools, lowering the suspension.
- BT 5** Practical fitting of a sports suspension, ride- and handling test.
- BTS 1** BILSTEIN as a part of a powerful alliance of Thyssen-Krupp Automotive, activity, structures, best brand, merchandising.
- BTS 2** Safety briefing, test activity, test drive on proving ground.

Course details

A Basic course

“How to utilise BILSTEIN’s full range for additional business.”

This course offers an introduction to the BILSTEIN product range, plus a comprehensive overview of the BILSTEIN brand.




Target group:

- Replacement business – trade
- Replacement business – workshops
- Customising – trade
- Customising – workshops

Training form:

- Theoretical

 1½ – 3 hrs

B Technology course

“BILSTEIN suspension technology. What really counts.”

In addition to an overview of the complete product range, this course also gives you greater insight into the functions and workings of the suspension unit.




Target group:

- Replacement business – trade
- Replacement business – workshops
- Customising – trade
- Customising – workshops

Training form:

- Theoretical

 1½ – 3 hrs

Course details



Success course

“Good reasons for choosing BILSTEIN.”

In addition to the BILSTEIN product range, this course focuses on commercial and marketing aspects.




Target group:

- Replacement business – trade
- Replacement business – workshops
- Customising – trade
- Customising – workshops

Training form:

- Theoretical

 1½ – 3 hrs



The hands-on course

“Try BILSTEIN.
Experience the difference.”

A practical trial is worth more than a thousand words. In this course you can experience the unique BILSTEIN driving feel at first hand.



Target group:

- Replacement business – trade
- Replacement business – workshops
- Customising – trade
- Customising – workshops

Training form:

- Theoretical and practical

 7 hrs

E Professional course “Suspension technology for pros. What really counts.”

This course is aimed at professionals in garages and workshops. It offers you invaluable information about all aspects of shock absorber maintenance and repair.




Target group:

- Replacement business – workshops
- Customising – workshops

Training form:

- Theoretical and practical

 2 – 3 hrs

F Special course “The suspension specialist.”

The combination of theory and practice helps you to understand all aspects of suspension units. Thrilling test drives enable you to put into practice and intensify what you have learned.



Target group:

- Replacement business – workshops
- Customising – workshops

Training form:

- Theoretical and practical

 7 hrs

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