

# Parts Classification Manual

Understanding parts segments available in the market

# Introducing the Parts Segments



As a stakeholder / customer, you might be coming across a variety of parts available in the market for your Kia vehicles. It is important to understand what is what to select the right part for your vehicle.

This document will give you an overview regarding the various parts segment for Kia vehicle and its implications.

- Export Genuine Parts:** Parts Sold by Brand Owner globally
- Domestic Genuine Parts:** Parts sold by Brand owner for domestic usage only. Korea Domestic Parts for Korea Market, India Domestic Parts for India market.
- OEM Parts:** Parts sold by the registered vendors for HMG in their own brand name
- After Market Parts:** Sold by any company other than HMG supplier under their own brand
- Counterfeit Parts:** Fake parts illegally bearing Kia trademark to mislead the end customer

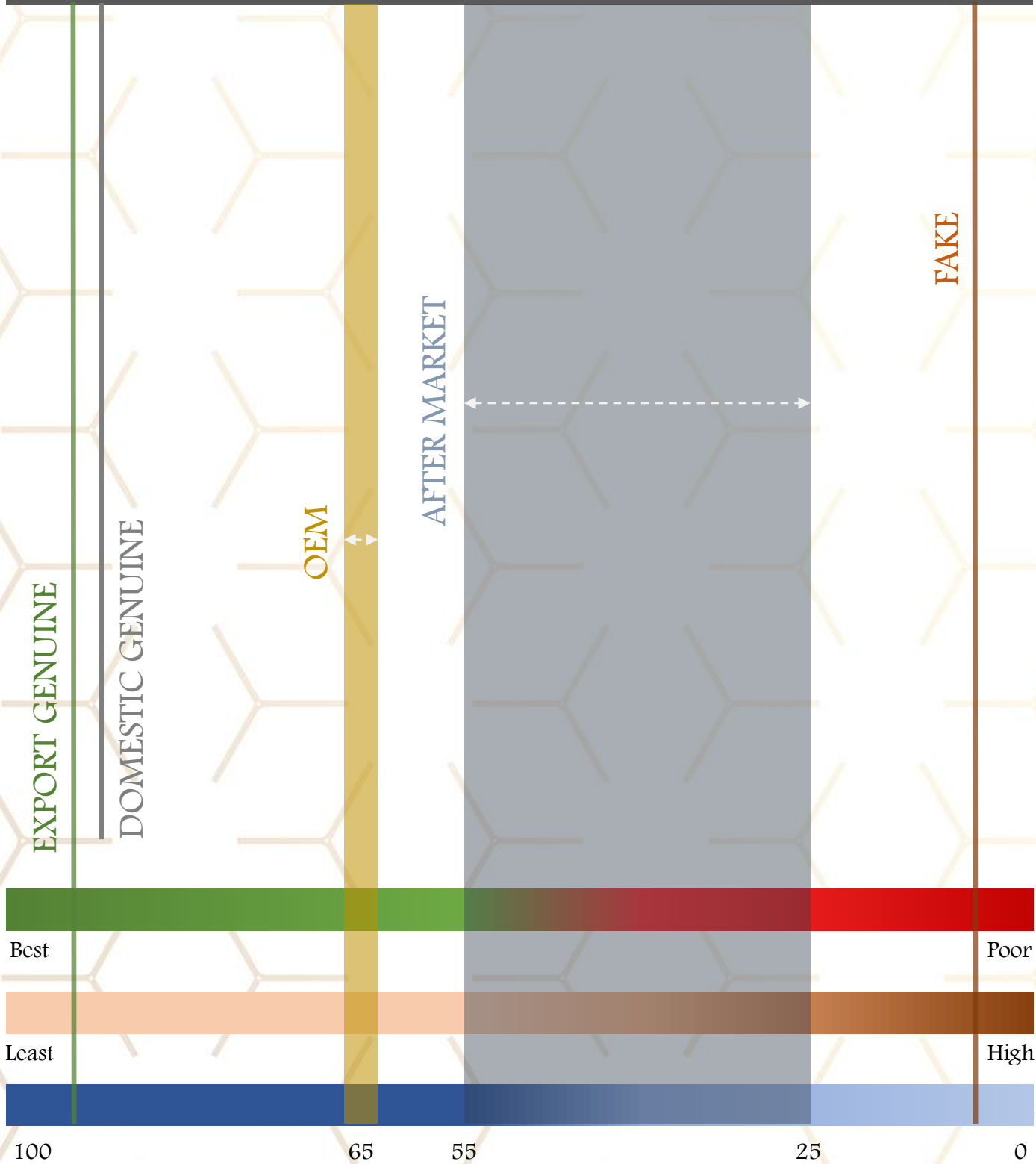
# Parts Segments: Overview

Quality Meter 

Risk Factor 

Price Meter 

## SEGMENTATION



❖ Disclaimer: Findings based on observations & internal analysis. Demonstrated for easy understanding. Should not be copied

# Export Genuine Parts

## Part Picture and Packing Design



Export Genuine Parts are the parts supplied for Kia customers globally except in the domestic markets such as Korea, China and India.

These parts comes in a global standard packing with Kia logo.

### Main Features:

- Global Packing Design with English characters
- Either only Hyundai or Kia logo on the label & packing
- No hologram



Perfect Parts for your vehicle

Genuine Parts come with best quality and is designed to fit perfectly for your vehicle.

They are tried and tested under various adverse conditions which makes it highly reliable and recommended for your vehicle.

# Domestic Genuine Parts [Grey]

## Part Picture and Packing Design



Domestic Genuine Parts are parts supplied to meet the domestic demand for Kia vehicle.

These parts comes with a domestic specific packing and label.

### Main Features:

- Domestic packing and label with Korean Language
- New packing comes with both Hyundai and Kia logos
- All parts has hologram



These are parts which is not supplied by the official distributor in MENA region.

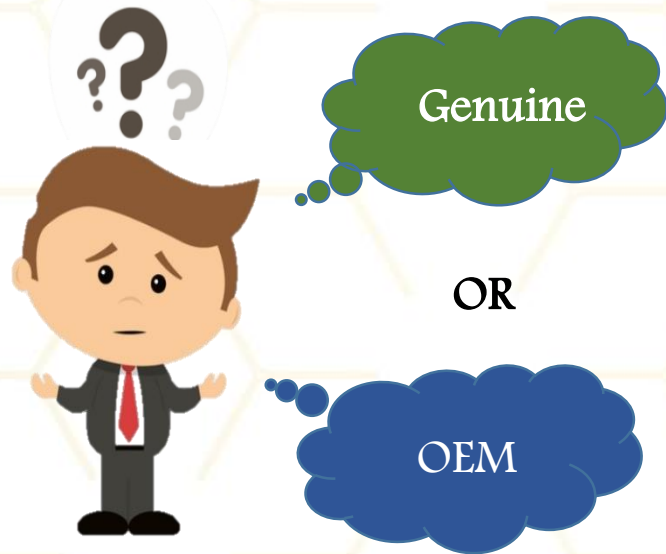
Legal Implication: Most of the countries in the MENA region follow international Exhaustion. That means parallel import is legal.



# OEM Parts

OEM Parts are parts which are sold by registered vendors or suppliers for Hyundai Motor Group under their own brand name.

Suppliers can decide the quality of the parts sold under their own brand name and it is not controlled or monitored by the brand Owner.



## Why Choose Genuine over OEM ?

Genuine Parts are tried and tested under adverse conditions to meet the requirements. Parts are produced and supplied under strict guidelines & supervision of the brand owner which guarantees the quality.

In case of OEM parts, they follow their own quality standards and guidelines for the parts which is not known or approved by the brand owner.



**Legal Implication:** OEMs can sell products in their own brand name for Kia or other vehicle as per the country regulation.

Also, it has to be noted that none of the OEMs are authorized to use the brand owner's trademark in their products. It is illegal.



# Examples of OEM Parts



# After Market Parts [AM]

AM Parts are the parts which are sold by any company other than Hyundai Motor Group registered vendor/supplier under their name.

Lot of companies/traders are manufacturing parts under their own brand name for KIA. These parts are manufactured or sourced from various countries like Korea, China, Taiwan, Thailand, Malaysia etc.



**Low Quality:** After Market parts comes with poor quality, as the manufacturers use poor quality materials and technologies for production



**Fitment Problems:** After Market parts may not be manufactured as per the accurate design or shape or dimension as per the actual drawing of the parts.



**Low Reliability:** Since these parts are made of low quality materials, After Market parts are less reliable. Need frequent replacements and does not serve the purpose

**Legal Implication:** Legally any company can sell products in their own brand name for Kia vehicle as per the country regulation.

But, these companies cannot use Kia trademarks to sell their parts. If they use, it is illegal and action can be taken.

Quality Meter





# Examples of AM Parts



# Counterfeit Parts

Kia logos are registered globally and also, as per country wise regulations. It is illegal to use Kia logos or trademarks without the consent from trademark owner.

Any parts bearing Kia trademark which is not from the brand owner is counterfeit and illegal.

Counterfeiters are cheating the end customers by misleading them that they are selling genuine parts.

Consumers using these parts may end up in dangerous situation as these will be made of very cheap quality material which will never serve its purpose.



Police  
Action



Administrative  
Action

**Legal Implication:** Counterfeit parts are illegal in all the countries. Action can be taken against the counterfeiter and seize the parts if someone is

found dealing with counterfeit parts. Based on country regulation it could be administrative action or action through police



# Counterfeit Parts: Risk & Alert

## Risk & Danger

### Safety Risks



- Fake parts are not made from the same high-quality materials or subject to the same strict quality controls as genuine products. It may lead to health risks for the driver and passengers.
- Non-genuine parts wear down faster and can cause car breakdowns or accident.

### Financial Risk

- Fake parts which are essential to the proper functioning of the vehicle (clutch discs, brake pads, oil filters) can damage the vehicle and cause costly repairs.
- Use of fake parts can result in the loss of cover provided the manufacturer.



## Counterfeit Alert

- **Unreal Discounts:** If you buy something at a fraction of the price, or the deal is too good to be true, it usually is. Be careful that you might be buying counterfeit part.
- **Flimsy Packing:** All Kia parts comes with proper unique packing which acts as a protective cover for the part. Any part without proper packing could be counterfeit.
- **Flawed Fonts & Logos:** Variation in font and improper trademarks and logos on the part or packing is a warning.
- **Omissions & Mismatch:** Kia packing comes with certain specific features like codes, part number, trademark etc. If you have any doubt about the part compare the packing with a genuine part and packing from an official distributor.



# Counterfeit Parts: Identification

## Genuine Parts



## Counterfeit Parts



- Bar code not as per standard (Change in font & style)

- Quantity & Part Number not mentioned in Genuine packaging

## Genuine Parts



## Counterfeit Parts



### Label Shape :

- Genuine Parts – Round Edge
- Counterfeit: Square Edge
- Different Logo design



# Examples of Counterfeit Parts

## Wrong Packing Design



Note: Lookalike packing to mislead the customers

## Wrong Label Design



# Examples of Counterfeit Parts

## Different Packing & Parts Bearing Logo



**Note:** Using other packing to bypass customs/authorities and the logos on the part to mislead the end customers

## Packing & Part Separate



**Note:** All Genuine Parts comes in a proper packing which is also a protective cover