



## **KONI Launches Special ACTIVE with *Activate The Nation Tour***

KONI, a global leader in suspension damping technology, announces the ***KONI Activate The Nation Tour*** traveling around the United States to launch KONI's new Special ACTIVE damper product line for Passenger Cars, Light Trucks and SUVs.

The ***KONI Activate The Nation Tour*** kicks off July 9th in Northern Ohio and travels over 5 weeks to 24 locations across the country concluding in Southern California. Each stop will feature five new cars for consumers, media and dealers to test drive and feel firsthand how KONI performance dampers improve the driving experience.

***KONI's Activate The Nation Tour*** features three 2018 BMW 3 series sedans (one with OEM suspension, one with KONI Special ACTIVE, and one with KONI's adjustable Sport series dampers) and two Ford Mustang GTs (one with OEM suspension and one with KONI Special ACTIVE). At each stop on the Tour, guests will have an opportunity to take a turn in each car to experience the difference in ride quality, control, and comfort that KONI shock absorbers provide over the factory equipped suspension.

With locations and schedule notifications via social media and dealer/distributor invitations, the public is encouraged to attend the event. Selected guests at each location will have the opportunity to experience KONI Special ACTIVE damping and register to win a free set of Special ACTIVE dampers. For complete contest and tour details (including dates, cities, venues, etc.) go to [www.koni-na.com](http://www.koni-na.com).

### **About KONI Special ACTIVE with Frequency Selecting Damping (ACTIVE) Technology**

KONI's Engineering Team integrated the latest generation of KONI's proven, patented Frequency Selective Damping (ACTIVE) Technology into already high-performing KONI Special dampers resulting in a new product line that provides an unparalleled ride and handling experience. ACTIVE Technology makes vehicles more responsive and improves the ride quality to be smoother over imperfect road surfaces.

"The KONI front and rear dampers, with Frequency Selective Damping Technology, optimize the driving experience by offering greater road holding, handling, stability and comfort, guaranteeing maximum safety in all conditions", said Concetto Maletta, Design Responsible Engineer, Fiat Chrysler Automobiles.

ACTIVE Technology rivals the expensive electronic ride control systems built into many new cars at a fraction of the price. Additionally, those complicated electronic damping systems cannot be retrofitted into existing vehicle applications, whereas KONI Special ACTIVE dampers have a broad range from older cars through modern sedans, light trucks, and SUVs.

Since its introduction, KONI's patented technology has been continually developed and upgraded. The KONI ACTIVE Technology has been embraced by many automobile manufacturers worldwide including Alfa Romeo, Mercedes-Benz, Jeep, Fiat, Opel, Abarth, Lamborghini and Ferrari. Well over 1.5 million cars, buses, trucks and recreational vehicles have already been factory equipped with Frequency Selective Damping (ACTIVE) Technology dampers.



## About KONI

As a part of ITT's Motion Technologies, and as they've been doing for over 80 years, KONI develops, manufactures, and markets high performance shock absorbers for many types of private and commercial vehicles, including street and racing cars, trucks, buses, recreational vehicles, and military vehicles as well as high speed trains. ITT Motion Technologies is a world leader in the development and production of components for the automobile and railway industry.

Website: [koni-na.com](http://koni-na.com)

For media questions about this release or general information pertaining to the launch of KONI Special ACTIVE, please contact our media partner listed below:

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