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**bilstein group Honored as Customer Experience Champion at the NEXUS Business Forum 2026**

The bilstein group was honored with the NEXUS Customer Experience Champion Award at the NEXUS Business Forum 2026 in Lausanne. With this award, NEXUS Automotive International recognized the bilstein group's long-standing commitment and support as a key supplier to the NEXUS community, which has been able to create outstanding customer experiences and set industry standards through its steadily growing product range, flexible solutions, and customer focus.

“The award emphasizes the close and trusting collaboration within the NEXUS network,” says Nicole Puschmann, Divisional Director of Global Business Excellence at the bilstein group. “It is both a recognition of our teams' dedication and an incentive to continue moving forward together with our partners.”

The NEXUS Business Forum takes place from March 31 to April 2, 2026, and is the global and central annual industry gathering of the International Trade Cooperation. Approximately 760 participants from 96 countries, including members, suppliers, associations, and strategic partners, attend the event and engage in around 3,000 structured speed meetings to deepen existing partnerships and explore new business opportunities.

**bilstein group as a partner and active participant**

The bilstein group supports the NEXUS Business Forum 2026 as a strong partner. As a long-standing strategic supplier to the NEXUS network, the company brings its

international market expertise, broad brand portfolio, and global presence to the event. As part of the forum, the bilstein group is represented with an expanded range of information, presenting its new line of shock absorbers for passenger cars and focusing on clutches for trucks.

Another highlight of the forum is NEXUS Climate Day, where partners and members address key issues surrounding sustainability and responsibility in the aftermarket. The bilstein group is participating in this event as a supporting partner. Topics include increasing value creation through sustainability and leveraging it as a competitive advantage, compliance with legal regulations, a focus on remanufactured products, and the presentation of various industry initiatives to enhance sustainability.

### **Background:**

Ferdinand Bilstein combines the well-known product brands febi, SWAG and Blue Print under the bilstein group umbrella. Together, the bilstein group offers more than 80,000 different technical replacement parts for professional vehicle repairs. The internationally-operating group of companies supplies its products to over 170 countries. For more information, please visit: [www.bilsteingroup.com](http://www.bilsteingroup.com)

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### **Publisher**

Ferdinand Bilstein GmbH + Co. KG  
Wilhelmstrasse 47  
58256 Ennepetal / Germany

### **Contact:**

Saskia Schelp (Corporate Communications Specialist)  
Email: [saskia.schelp@bilsteingroup.com](mailto:saskia.schelp@bilsteingroup.com)