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**Automechanika 2018: bilstein group celebrates successful trade-fair appearance**

Successful début: bilstein group's in-house production appeared with their own stand for the first time at this year's Automechanika – a concept that went down well. Many visitors took advantage of the opportunity to find out more about bilstein group Engineering, as the production division is known. In-house production only moved to a new, modern hall last year, not far from the company headquarters in Ennepetal, Germany.

“In taking this step to present Engineering in a separate 120 square metres of space, we wanted to demonstrate that the bilstein group is much more than a spare parts supplier. We are a manufacturer – as we have been since the company was founded in 1844,” says Group Managing Director Karsten Schüssler-Bilstein. In Frankfurt, the visitors were able to see this first-hand: The whole spectrum of manufacturing processes was demonstrated with exhibited products such as wheel hubs and water pumps.

Overall, the responsible parties were able to draw a positive conclusion: “We succeeded in attracting many visitors to our stand with a trade-fair concept that particularly highlighted the diversity of our product range. We also held promising discussions with business partners and potential customers in the meeting area,” explains Marketing Manager Marissa Achenbach.

In addition, the bilstein group presented numerous innovations at Automechanika, including the updated online parts search engine *partsfinder*, which now also lists all of the company's truck products, and the new febi (commercial vehicle) and Blue Print (passenger car) clutch ranges.

**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 60,000 different technical spare 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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