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bilstein group is among the Hidden Champions in Germany

690 so-called hidden champions are based in the German state of North Rhine-Westphalia (NRW) - one of them is the replacement parts specialist bilstein group. This is the result of a study by the University of Trier commissioned by the NRW Ministry of Economics and which was published recently. For the first time, it systematically records "secret market leaders" in NRW.

"As a company, we focus primarily on the direct competitors in our industry. But the study shows us that we also belong to the top group in North Rhine-Westphalia. We see this as confirmation of our long-term strategy, which does not aim for quick success, but relies on constant growth based on a stable economic foundation," says Jan Siekermann, Managing Director of the bilstein group. "At the same time, from our point of view it is an important signal that the government is making the achievements of the 'hidden champions' visible. After all, in the daily competition for skilled workers, we find ourselves in direct competition with well-known corporations and brands in the metropolitan areas. The study can help to show the people of NRW that rural regions in particular have many internationally successful employers to offer."

The study only examined companies that are among the world leaders in their sector or are European market leaders, have an annual turnover of no more than five billion euros and a rather low level of public awareness. The evaluation shows that the bilstein group can place itself in the upper range: The average hidden champion in North Rhine-Westphalia is 85 years old (bilstein group: 178 years), employs 1,368 people (bilstein

group: 2,100 employees) and generates an annual turnover of more than 265.89 million euros (bilstein group: 658 million euros).

The complete study can be accessed here (German only):
https://www.wirtschaft.nrw/sites/default/files/asset/document/hidden_champions.pdf

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 62,000 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

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