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Networking and Sustainability: bilstein group at Automechanika Frankfurt 2022

At this year's Automechanika, the bilstein group - replacement parts specialist from Ennepetal, Germany - is focusing on the theme of 're-encounter', with an emphasis towards networking and personal exchanges with existing customers and interested parties.

"After more than two years of pandemic, we are looking forward to seeing both familiar and new faces. We want to get into conversation with people to exchange ideas about the future of the Independent Aftermarket and how we can shape it together. The market is changing and this presents us with new uncertainties. We want to show our partners how they can 'rethink' business development with us in order to be optimally-prepared for the challenges of our time", says Group Sales Director Ulrich Wiedemuth.

The redesigned bilstein group stand puts the focus on networking and 're-encounter'. Spacious sofas and armchairs create a relaxed, lounge-like atmosphere, whilst select wooden elements and numerous plants emphasize the 'open' character of the stand - a visual invitation to all visitors of the fair.

A large screen shows a corporate film created specifically for the trade fair, conveying all the important topics of the corporate group - everything from availability and quality, to data and sustainability. The latter is another focus of the stand - a timeline (on one of the walls) shows the numerous steps, large and small, that the bilstein group has already taken for sustainability, which has become a decisive factor in the IAM.

As a mid-sized, family-run group of companies, the bilstein group has always taken its social and ecological responsibility seriously. Parallel to Automechanika, the bilstein group will also publish a subpage on its website bilsteingroup.com focusing on 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 62,000 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

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