

Date

Pages 2

### **Automechanika 2022: bilstein group Completely Satisfied with Stand Concept**

Encounters instead of products: This is the formula for the bilstein group's concept for this year's Automechanika. Those responsible at the replacement parts specialist from Germany are very satisfied after five days at the fair. Although there were noticeably fewer visitors in the exhibition halls overall, the discussions and contacts were very intensive and promising.

"We didn't know for sure beforehand whether the investment in the stand, which was once again 360 square metres in size, would be worth it. But after 2.5 years of pandemic, we didn't want to miss this opportunity to get in touch with our customers personally. The conclusion is positive all around and our concept, which focused on networking and exchange, was a complete success. This was also reflected by many visitors", said Thomas Mayer, Divisional Marketing Director at the bilstein group.

The completely redesigned stand underlined the focus on 're-encounter': spacious sofas and armchairs created a relaxed, lounge-like atmosphere, whilst select wooden elements and numerous plants emphasized the 'open' character of the stand. The presentation of spare parts, on the other hand, was less prominent.

Attracting new customers was not the main focus this time. "From the beginning, it was important to us to create a counterbalance to the purely digital conversations with our established partners during Corona. At the same time, our stand was also a visual invitation to potential new customers," says Mayer.

In addition, the motto of the bilstein group - "Individually Strong, Unbeatable as a Team" - played a central role. For many employees, it was the first opportunity to see their international colleagues again after a long time.

### **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](http://www.bilsteingroup.com)

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