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febi presents new brand design for the truck sector

After the passenger car segment of the world-renowned spare parts brand febi underwent a makeover last autumn, the commercial vehicle division has also been given a new look. The repair solutions for trucks, buses and semi-trailers are being presented in a new and improved design.

The relaunch is the core of a new definition of the brand identity for febi Truck, in order to reflect the high standards in quality that febi sets for itself as a premium supplier in the automotive aftermarket. The new design will be the same as for the passenger car division.

The existing slogan 'Solutions Made in Germany' will also be used to present febi Truck to the outside world. This will increase the recognition value of the febi brand as a whole, which is known for providing tested OE matching quality in the passenger and commercial vehicle aftermarkets. The well-established febi logo, which has been used in its current form since 1994, will not be affected by the changes.

"We see the new design as a promise to wholesalers, independent workshops and customers, who can continue to rely on the quality and services of febi in the commercial vehicle segment," adds Kathrin Neuhaus, Brand Manager for febi Truck. Over the coming weeks and months, customers will encounter the new look in all relevant online and offline channels – including in product and image ads, merchandise and brochures, as well as at the company's trade fair booths.

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.

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