

PRESS RELEASE

A strong brand repositioned

Formel D optimizes its product range and revamps its design

Troisdorf, 31 July 2015. Ahead of IAA 2015, the globally successful service partner to the automotive industry implements its strategic realignment by consistently restructuring its product range. As part of a comprehensive relaunch of its corporate identity, Formel D combines in-depth expertise and company values with structurally optimized services along the entire automotive value chain.

For more than 20 years now, Formel D has supported its customers with a quality, professional approach to getting vehicles and components ready for the market and making sure that service processes are implemented and optimized. The focus is always on developing leading concepts and specific, scalable solutions to ensure quality assurance and process optimization.

Visible modernization

The strategic realignment will be followed by implementation at structural and visual level. "Through our day-to-day activities, we have already built up a very good reputation with our customers. Our success is down to our team-spirited, professional and passionate approach. That's why the big brands in the global automotive industry trust us", explains Dr. Jürgen Laakmann, one of the three Managing Directors at Formel D. "We want to exploit every opportunity to grow this confidence in Formel D even further. We claim to be "the driving force in the Automotive Service Industry", says Laakmann, justifying the relaunch and the repositioning of the brand this involves.

With its new Corporate Identity, Formel D is also communicating this motivation at visual level. "We quickly realized that to re-position our brand, we had to revamp our corporate image", says Claus Niedworok, Managing Director at Formel D. "This new image is a visible sign that Formel D is advancing as a modern and self-confident partner to the automotive industry. All employees are helping to establish our positioning and shape our image worldwide", Niedworok continued. The challenge of realizing a visible modernization while safeguarding the brand recognition value is

being met by complementing, rather than replacing, existing trademarks. A distinct color scheme and dynamic design features emphasize the automotive focus of the Formel D brand, and this is reflected in the activities at this year's IAA.

Transparent structures

The combination of established successful services and modernized elements is consistently pursued at content level too. As part of the relaunch, Formel D is re-systemizing its service portfolio into the segments of product development, production and aftersales. The result is high structural transparency. "We have targeted our portfolio and geared it to the needs of our customers. More and more, these customers are seeking partners who can support them in all phases of their product's lifecycle", explains Dr. Holger Jené, Managing Director at Formel D. "We have restructured our services with a view to clearly positioning ourselves as an expert provider of solutions for increasingly complex tasks. In doing so, we are focusing on all phases along the automotive value chain."

In the product development segment, Formel D supports its customers by trialing vehicles and building prototypes and test vehicles. Formel D also operates a test center and assists with the homologation process. The related area of production includes services such as supplier, quality, SOP and series management. The aftersales segment comprises service, vehicle, dealer and warranty management.

Formel D at the IAA

Visitors to IAA 2015 will have the opportunity to gain an insight into Formel D's revamped image. Formel D is set to impress on stand A05 in hall 4 with a dynamic, fresh exhibition design. Experts will be on hand to discuss the relaunch, the product range and the repositioning of the brand.

About Formel D

Formel D is a global service provider to the automotive and component supply industry. The company develops concepts and scalable solutions for quality assurance and process optimization along the entire automotive value chain - from development to production through to aftersales. Headquartered in Troisdorf near Cologne, the company was founded in 1993 and has over 5,500 employees at 80 locations in 19 countries worldwide. The company is managed by the Managing Directors Dr. Holger Jené, Dr. Jürgen Laakmann and Claus Niedworok.

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