

## **PRESS RELEASE**

### **Formel D UK at Automechanika in Birmingham**

**Troisdorf, 25 May 2016 – Formel D will present its extensive aftersales, product development and production service portfolio to trade visitors at Automechanika in Birmingham from 7 through 9 June 2016.**

Birmingham, UK, will host Automechanika for the first time this year, emphasising the importance of the British market. This trade fair for the aftermarket segment provides the platform for the automotive industry to showcase its innovations throughout the automotive value chain. Across 21,000 square meters of space, hundreds of exhibitors present their products, services and solutions through which they support OEMs and component suppliers in the aftermarket.

Service intervals, dealer support and warranty management are crucial to the satisfaction of car buyers and hence their brand loyalty. Formel D will present its extensive aftersales product development and production service portfolio to trade visitors at Automechanika in Birmingham from 7 through 9 June 2016 on its own exhibition stand. The company will showcase to a professional audience from the automotive and component supplier industry leading concepts and individual, scalable solutions for quality assurance and process optimisation along the entire automotive value chain. For over 20 years now, Formel D has supported its British customers with product development, production and aftersales solutions. Including individual vehicle preparations, warranty management and the configuration of show cars. "As a partner to the global, but especially also to the British automotive industry, we are part of the network. It goes without saying that our trade fair presence will focus on both our current portfolio and the high-growth area of aftersales. Automechanika is a fantastic way for us to reach our target group," Neil Davies explains.

We look forward to welcoming you to our stand, J33 in Hall 10, at Automechanika Birmingham.



### **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 optimisation 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 6,000 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.

### **Press contact**

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