

## **PRESS RELEASE**

### **Formel D at the IAA Pkw 2017**

**Comprehensive quality assurance portfolio and supplier symposium on the current challenges in the industry on 18 September**

**Troisdorf, 11 September 2017 – Formel D will once again present itself as a global service provider in the automotive and supplier industry at this year's International Motor Show (IAA) in Frankfurt am Main, Germany, from 14 to 24 September. The service provider will be focusing on quality assurance and provide the general public as well as industry experts visiting Stand B04 in Hall 4.0 with insights into its comprehensive portfolio.**

"Future Now" is the motto of the 67th IAA. Renowned global automotive companies will be showcasing topics such as their concepts for connected and automated driving and new forms of mobility. In this spirit, Formel D will be answering questions on current challenges in the market and present proactive solutions for providing manufacturers and suppliers with support in the future at its stand. The Group will use a mix of traditional and interactive presentation elements, such as detailed miniature worlds, display cases, and visual displays to showcase its comprehensive service portfolio.

#### **Quality is in the detail**

Trade fair visitors to the Formel D stand will be given an overview of the Group's competences with focus on quality assurance along the automotive value chain. Various miniature worlds specially created for the trade fair display selected Formel D concepts. The models provide an easy picture of the processes and implementation options and also show the flexibility of the corresponding concepts in terms of specific customer requirements. Additional video footage such as images and reference film clips of the Group as well as

display cases on vehicle, parts, and service readiness complete the trade stand. The Formel D experts look forward to explaining individual projects in detail to visitors and engaging in lively discussions.

### **Opportunities for exchanging experiences**

As in previous years, Formel D will once again be holding a supplier symposium at the IAA and also support the "GoIng" initiative of the German Association of the Automotive Industry (VDA) for actively promoting young talent by providing realistic insights into daily working life. Under the motto "Current Quality Management Challenges in the Automotive Industry", the Group will be discussing future trends at its symposium.

### **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. Founded in 1993 and headquartered in Troisdorf near Cologne, the company has over 7,000 employees, and a global presence with 80 locations in 19 countries. Dr. Jürgen Laakmann, CEO, is the chairman of the Company's executive board.

### **Press contact**

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