**Digital, innovative, tailored: MEYLE wins over more than 700 key decisions makers with digital MEYLExperience**

**Hamburg, 19. November 2020. Hamburg-based manufacturer MEYLE introduced product highlights and innovations for the independent aftermarket during the digital MEYLExperience over the past several weeks. After this year’s Automechanika Frankfurt was cancelled, MEYLE quickly organised an exclusive digital brand experience, which has just ended after running for eight weeks. Beginning on 8 September, the original start of Automechanika Frankfurt, customers and partners had the opportunity to explore impressive MEYLE highlights and themed worlds and speak personally to MEYLE experts in sales, marketing and the various product areas – all on the interactive, virtual platform of MEYLExperience 2020.**

“The past several weeks have shown us that we can also inspire our customers through digital channels. The MEYLExperience has allowed us to bring the trade fair stand feeling to our customers and partners all over the world in a virtual format, as well as provide them with a platform on which to discuss key areas and topics in their markets with our MEYLE product experts and account managers. We want to continue exploiting the opportunities provided by digitisation and expanding innovative tools such as the MEYLExperience in the future,” says André Sobottka, MEYLE board member in charge of Sales, Marketing and Communication, who’s thrilled with the success of MEYLExperience. Throughout the event, MEYLE experts had more than 270 meetings with over 700 participants all over the world. The trade fair feeling, which was recreated with a digital solution developed in-house on the basis of Microsoft Teams and the well-known interaction functions, helped to promote successful exchange during the event.

**Product highlights and innovations for the independent aftermarket**

The Hamburg-based manufacturer presented the latest product highlights as well as new developments and innovations from the world of MEYLE during the innovative, exciting and interactive MEYLExperience event. For example, the new MEYLE-PD cabin air filter was unveiled during the MEYLExperience: the high-quality filter media with specially impregnated activated carbon protect against NOx and particulate matter and thus ensure clean air inside the vehicle. In addition to learning about the latest topics, existing solutions and product innovations at MEYLE, customers and partners also had the opportunity to speak personally to experts in sales, marketing and the various product areas in private meetings.

**Positive customer feedback: starting signal for further digital formats**

“We received lots of positive feedback from our customers and partners, which has reaffirmed our decision to organise a digital trade fair experience. Even though we weren’t able to greet our customers and partners in person with a cup of coffee at the trade fair stand this year, we had plenty of interesting conversations via the digital platform,” says André Sobottka, member of the MEYLE board. “And we’re happy to return the praise: we were delighted that so many of our customers and partners took advantage of our offer and were open to this new format.” In the future, the Hamburg-based manufacturer would like to expand the digital platform to include further events. For example, there will soon be a digital platform which will serve as an additional destination for customers and provide an overview of all the relevant information about partnering with the company. The MEYLExperience was also the starting signal for digital training courses, visits and an overview of topics from the world of MEYLE.

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**About the company**

MEYLE AG develops, produces and sells high-quality spare parts for passenger cars, vans and trucks for the independent aftermarket under the MEYLE brand. With its three product ranges – MEYLE-ORIGINAL, MEYLE-PD and MEYLE-HD – MEYLE offers precise solutions and parts for every situation and every driver, from competent workshop employee and ambitious rally driver to classic car enthusiast and every driver around the world who needs to be able to rely on their own car. MEYLE offers its customers over 24,000 reliable and durable spare parts manufactured in their own plants and at the facilities of select production partners. The MEYLE product portfolio is correspondingly sophisticated.

**The complete portfolio with which the Hamburg-based manufacturer caters for the vast majority of general requirements comprises the following product lines:**

* **MEYLE-ORIGINAL: True to OE.
Customers are always on the safe side in terms of quality with this comprehensive product range.**
* **MEYLE-PD: Advanced design and technology.
With MEYLE-PD it is all about Performance Design: MEYLE-PD parts fit like OE parts, but stand out due to their significantly high performance and sophisticated design. MEYLE offers around 1,200 high-quality MEYLE-PD solutions in the areas of brakes and filters.**
* **MEYLE-HD: Better than OE.
MEYLE-HD stands for High Durability: MEYLE engineers have already developed more than 1,250 MEYLE-HD parts for thousands of different vehicle models:** they are **technically advanced in comparison to OEM quality** and **are especially resilient and long-lasting.** There’s a four-year guarantee on the unique characteristic of the technically optimised MEYLE-HD parts.

The company network has some 1,000 employees worldwide, including nearly 500 in Hamburg, at the logistics centre and our company headquarters. We work with our partners, workshops and car mechanics in 120 countries to ensure that drivers can rely on our superior parts and solutions – that’s how MEYLE helps workshops to become the DRIVER’S BEST FRIEND.