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

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:

- digital invitation management
- based on Microsoft teams
- interactive functions
- physical exhibition set-up in Hamburg

MEYLExperience 2020: Impressive figures

EXCLUSIVE DIGITAL BRAND EXPERIENCE FOR

270
CUSTOMERS & PARTNERS

700
KEY DECISION MAKERS WORLDWIDE

INNOVATIVE FAIR CONCEPT FOR INTERNATIONAL APPROACH

8 WEEKS
OF INDIVIDUALLY SCHEDULED APPOINTMENTS AND MEETINGS

10
DIGITAL ISLANDS
WITH FOCUS TOPICS AND INNOVATIVE PRODUCTS

André Sobottka, MEYLE Board Member for Sales, Marketing and Communication

„The last few weeks have shown us that we can also inspire our customers digitally. With MEYLExperience, we have brought the trade fair stand feeling virtually to our customers and partners from all over the world and they were able to use the platform to individually exchange ideas with our MEYLE product experts and account managers on key topics and areas of focus in their markets. In the future, we want to continue to take advantage of the opportunities offered by digitalisation and further expand innovative possibilities such as MEYLExperience".

Mehr Infos auf **www.meyle.com**

MEYLE
DRIVER'S BEST FRIEND