**An Important Platform for the Independent Aftermarket: Successful Conclusion of the Digital *MEYLE Exhibition 2021***

* **MEYLE’s digital trade show solution lasting just under four weeks impresses some 500 participants from more than 26 countries**
* **Interactive event held from September 6 to October 1, 2021 – exclusively for MEYLE customers and partners**
* **Personalized trade show experience generates contact and personal dialogue with product and technical experts in the digital age, too**

**Hamburg, 17. November 2021. The Hamburg manufacturer MEYLE is highly satisfied – MEYLE product and technical experts welcomed close to 500 participants from more than 26 countries to the digital trade show MEYLE Exhibition Hamburg 2021. MEYLE customers and partners had the opportunity to discuss interesting topics from the world of MEYLE in individual appointments held digitally for the second consecutive year. The trade show lasting four weeks offered a comprehensive overview of MEYLE’s products and future topics.**

With the MEYLE Exhibition Hamburg 2021, MEYLE is systematically continuing with its digital focus. Like in 2020, it once again served as an attractive digital port of call for the independent aftermarket. “We are delighted that so many of our customers and partners took us up on our invitation again, enabling us to engage in in-depth dialogue with them regarding MEYLE topics,” says a contented Christian Ludwig, Vice President Sales at MEYLE AG. A digital planning and management tool created specifically for the MEYLE Exhibition allowed individual appointments to be conducted with topic focuses that were tailored precisely to the individual participant groups. “After more than a year of mobile working, digital and fast access to information continues to play a key role in the independent aftermarket and is making efficient and targeted dialogue within the industry possible. The further development of our digital trade show format was the logical consequence of this. We nevertheless obviously look forward to being able to take this topic dialogue forward in face-to-face meetings as soon as possible,” explains Ludwig.

MEYLE made an impression with a diverse array of topics. In addition to digital solutions being presented such as the DRIVER portal and wide-ranging digital seminars, technical experts shed light on numerous topics from the MEYLE product world. Specially produced animations were used to demonstrate MEYLE products and communicate the relevant technical expertise. Exciting new developments were also showcased including, in the area of electronics, MEYLE ORIGINAL pressure sensor glow plugs and the MEYLE ORIGINAL oil stop cable. In the area of suspension and steering, the Hamburg manufacturer announced an expansion of the MEYLE KIT portfolio with the addition of the new, practical MEYLE ORIGINAL steering knuckle and ball joint repair kit. Relevant new developments were likewise announced in other product categories. MEYLE also made an impression with a variety of range expansions in the areas of engines, drives, and brakes, to offer aftermarket customers an even broader portfolio covering a wide range.

Company and future-oriented topics were additionally addressed during the digital trade show. “The aftermarket isn’t just about better parts and solutions, it’s also about data standards, more reliable services, and looking and working in the same direction as and in tandem with the customers,” explains Ludwig. “Topics relating to digital solutions, seminars, corporate responsibility, quality management, and marketing activities with the customers are therefore important as the building blocks of shared success, too.” The positive customer feedback across the board is evidence of the lively dialogue on the relevant highly topical issues and further strengthens MEYLE’s digital course. Digital measures and formats are therefore in the pipeline for 2022, too.

**Note for editors**For more information, see the [MEYLE press relations page](https://www.meyle.com/en/service-centre/press-relations/), where you will find practical press kits featuring supplementary information and images.

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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.