With the MEYLExperience, MEYLE creates an exclusive digital brand experience for customers and partners

**Hamburg, 15 September 2020 It was supposed to be the highlight of the year in the independent aftermarket: Automechanika Frankfurt. Due to the coronavirus pandemic, however, the world’s leading trade fair for the automotive service industry cannot take place this year. In order to make contact and exchange between customers and partners possible in spite of this, the Hamburg-based manufacturer MEYLE has created an exclusive digital brand experience – with the MEYLExperience 2020, customers and partners can experience the trade fair stand in Frankfurt this year, too.**

‘Despite coronavirus and the cancelled Automechanika Frankfurt trade fair, we would not like to miss the opportunity for personal exchange with our customers and partners. The last months have shown that digital collaboration and exchange can work very well. We have transferred these experiences to MEYLExperience and created an exclusive digital brand experience. With it, we can impress our customers and partners with our superior parts and solutions,’ says André Sobottka, MEYLE board member in charge of Sales, Marketing and Communication. On invitation from MEYLE contact persons, customers and partners can arrange individual meetings to learn about current topics and new products as well as solutions from the world of MEYLE and also to exchange views with the MEYLE experts from Sales, Marketing and the various product areas. Thanks to a digital brand and expert interaction solution using Microsoft Teams, which is already familiar to many visitors, as well as its own tool designed for invitation and guest management, participants can still get the trade fair ‘feeling’.

The MEYLExperience kicked off punctually on 8 September 2020 – the original starting date of Automechanika Frankfurt 2020 – and will continue until the end of October 2020. At the end of the first week of the MEYLExperience, André Sobottka summarises as follows: ‘The kick-off week of the MEYLExperience was a great success – we were able to welcome numerous customers and partners to our virtual trade fair stand and had many exciting conversations. We are really pleased that our MEYLExperience has been so well received and that the digital exchange with our customers and partners will continue over the next weeks.’ In this way, MEYLE is laying the foundation for a further successful partnership and the exchange with its customers, even in the current challenging times of the coronavirus pandemic. The MEYLExperience is exclusively for MEYLE customers and partners in the independent aftermarket.

**Clever solutions for the independent aftermarket**In the framework of the MEYLExperience, the Hamburg-based manufacturer presents current product highlights and developments from the world of MEYLE in an innovative, exciting and interactive manner. Amongst others, the main focus is on the following product categories and highlights:

**Product ranges: MEYLE-ORIGINAL, MEYLE-HD, MEYLE-PD and MEYLE-KITS**With its three product ranges – MEYLE-ORIGINAL, MEYLE-PD and MEYLE-HD – MEYLE offers more than 24,000 precise solutions and high-quality spare parts for passenger cars, vans and trucks. The cost and time-saving MEYLE-KITS simplify daily workshop operations.

**Technological change**The technological change is altering the product spectrum of vehicle manufacturers and speeding up the electrification of their vehicles. In the framework of the product strategy, MEYLE is keeping a close eye on these developments and is today already offering more than 2,500 parts for vehicles with electrification and, at the end of 2020, will start a first e-learning module for car mechanics for a qualification to carry out non-electrotechnical work on high-voltage vehicles.

**Digitisation**In addition to ways in which MEYLE supports the independent aftermarket with digital training and digital brand activation, MEYLE is also introducing the prototype of the new DRIVER PORTAL. In future, MEYLE customers will be able to find all relevant information for a partnership with the company in one place on the digital platform. Advertising materials can also be ordered directly in the shop and information can be accessed in the media database.

**Chassis and steering – MEYLE-HD tie rod end assembly**In 2020, MEYLE is expanding its portfolio in the chassis and steering product group and bringing more than 50 new tie rod end assemblies in MEYLE-HD quality onto the market. The larger ball pin diameter of the MEYLE-HD ball joint reduces wear and significantly extends the service life of the MEYLE-HD tie rod end assembly.

**Transmission – MEYLE-HD flex disc**The optimised winding technology of the new MEYLE-HD flex disc reduces inner friction and thereby the build-up of heat in the flex disc. It thus proves its worth, with less wear and a longer service life than OE parts.

**Brakes – MEYLE-PD brake components**In order to offer perfectly matched brake components for as many different vehicles as possible, MEYLE is strengthening its range of powerful and reliable brake components and launches 140 new MEYLE brake discs and 100 new MEYLE brake pads - many of them in high-performance MEYLE-PD quality.

**Filter – MEYLE-PD cabin air filter**The new MEYLE-PD cabin air filter ensures clean air in the vehicle’s interior: the high-quality filter media are enhanced with specially impregnated active carbon and thereby provide a particularly high adsorption of NOx, a higher filter capacity in comparison to OE and an improved extraction of fine dust.

**Engine – MEYLE-HD water pumps**This year, the Hamburg-based manufacturer is increasing its portfolio of MEYLE-HD water pumps to include five new specifications. The extremely wear-resistant mechanical seal with SiC/SiC tribological pairing has a particularly high resistance to abrasive substances and thereby offers a longer service life.

**Electronics**By the end of the year, MEYLE will expand its electronics portfolio to include 500 further solutions. The focus is on ABS sensors and product groups from the area of engine and exhaust management, such as crankshaft and camshaft sensors, coolant temperature sensors, manifold pressure sensors, exhaust gas pressure and exhaust gas temperature sensors as well as lambda sensors.

**Truck – MEYLE-ORIGINAL slotted bushing kit for leaf springs**In 2018, the Hamburg-based manufacturer received the Automechanika Innovation Award for the MEYLE slotted bushing kit with tool. Now MEYLE is the first to offer this solution also as a kit with precompressed slotted bushings and tool for leaf spring installations and removals in trucks.

Further information regarding the products can be found at [www.meyle.com](http://www.meyle.com).

You can download the complete press kit with texts and images here: [MEYLE press page.](https://www.meyle.com/fileadmin/user_upload/presse/Pressekit_MEYLExperience_2020_EN.zip)

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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.
With this comprehensive product range our customers are always on the safe side when it comes to quality.**
* **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 improved 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.