**Personal exchange, exciting workshops and new impulses: MEYLE looks back on a successful MOTORTEC trade fair in Madrid**

**More than 60,000 visitors from Iberian Peninsula and other countries visited one of the leading international trade fairs for the automotive aftermarket industry in Spain.**

**Hands-on approach: Many workshop professionals received personal tutoring on an automatic transmission training rack on display.**

**For the first time: New MEYLE transmission oil filling device has been presented on a trade fair.**

**Hamburg, 05 May 2022. MEYLE was represented at this year's MOTORTEC trade fair in Madrid from 20 to 23 April. With over 60,000 visitors, the automotive aftermarket trade fair is one of the most important dates for the Iberian Peninsula, Latin America and North Africa as well as for the German spare parts manufacturer. MEYLE impressed the visitors of MOTORTEC 2022 not only with product highlights on display but also with its workshops and interactive exhibition pieces. This year’s trade fair has been a full success for MEYLE, especially due to the lively exchange with the trade public and countless workshop professionals, exceeding the company's expectations by far.**

MEYLE exhibited products and solutions from the fields of steering & suspension, automatic transmission oil change, filters and brakes, on a total of six product islands in Hall 5, centrally located. A special highlight was the presentation of the new practical MEYLE transmission oil filling device, which MEYLE recently released. Also, another highlight was that two of the product islands were designed to be interactive, drawing the attention towards the practical execution and giving interested visitors the opportunity to lend a hand themselves. The conception of MEYLE’s trade fair stand has been a perfect fit for this years’ audience, as Lars Peters, Account Manager Spain & Portugal and Coordinator ITGs, explains: "From my point of view, MOTORTEC has changed from a manufacturers' trade fair to a distributors' trade fair. The number of workshop visitors has increased enormously. As one of the few manufacturers exhibiting this year, we enjoyed being close to the workshops and to present our smart MEYLE-KIT solutions."

**Interactive workshops and insightful knowledge transfer at the stand**MEYLE draws a positive conclusion, looking back on an thriving trade fair that exceeded every expectation after four full days of new impulses, knowledge transfer and exciting workshops: Over forty transmission oil changes were demonstrated by MEYLE’s technical experts on a training version of a 7G-Tronic+ automatic transmission, engaging many visitors and encouraging an insightful exchange of knowledge. Ultimately, a large number of mechanics performed automatic transmission oil changes themselves.

Additionally, to the offered workshops on the topic *transmission oil change*, many trade visitors also used the possibility of replacing slotted bushings themselves on the specially designed training rack. Jörn Meyer, MEYLE Product Manager Steering & Suspension summarises: "The interactive trade fair experience and especially the opportunity to perform practical tasks attracted numerous visitors. They were very curious and eager to try it out for themselves. That's why we are very pleased that we were able to meet in person this year and to answer any technical questions."

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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 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.

**MEYLE and Sustainability**MEYLE's headquarters is certified CO2-neutral by the non-profit organization Climate without Borders. To offset the emissions, we have donated to two Gold Standard certified climate protection projects in Africa: Efficient cooking stoves in Uganda and electricity from hydropower in Tanzania.

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