**Virtual and individual trade fair experience: MEYLE continues its digital success story with MEYLE Exhibition 2021**

* **Hamburg-based manufacturer once again sets new standards with digital solution**
* **Individual trade fair experience for MEYLE customers and partners**
* **Interactive solution for personal exchange even in times of digital collaboration**
* **Last year MEYLE already inspired over 700 participants at *MEYLExperience 2020* with digital and innovative trade fair solution**

**Hamburg, 24 August 2021. "Digital first" is the motto of the Hamburg-based spare parts manufacturer MEYLE. Especially in pandemic times, virtual encounters with customers and partners play a major role: even if the leading trade fair Automechanika 2021 cannot take place in the usual way, MEYLE is once again creating a contact point for interesting facts from the MEYLE world with its own digital trade fair solution. The MEYLE Exhibition Hamburg 2021 is already the second interactive, digital brand experience with which MEYLE customers can directly exchange information with product and technical experts. With the first version of the digital exhibition, MEYLExperience 2020, the company was able to inspire over 700 participants last year.**

With the MEYLE Exhibition Hamburg 2021, MEYLE is introducing another important building stone in its digital strategy and once again offering customers and partners the opportunity to exchange information virtually on key topics and products. As in 2020, a specially designed solution implemented on Microsoft Teams will provide interaction and presentation opportunities, individually tailored to the respective customer needs and topics. A specially developed tool for invitation and guest management makes planning even easier. "Of course, we would have been happy to continue discussions and exchanges with our customers and partners in person in Frankfurt in 2021. Despite all the advantages of digital channels, nothing can replace personal contact," explains Christian Ludwig, Vice President Sales MEYLE AG. "Nevertheless, we are pleased to have found a digital way to share news and focus topics about MEYLE with our customers again this year and to enable individual appointments and consultations - no matter where someone is in the world."

In 2021, MEYLE also has numerous focus topics and products in store to make everyday workshop life easier: from digital offerings such as the DRIVER Portal customer portal, new digital training courses and innovative e-learning to sponsorship commitment and customer support - the focus is on direct contact with partners and workshops worldwide. These comprehensive offerings are accompanied by reliable service solutions for workshops. From the perspective of the automotive mechanic, MEYLE develops better parts that save time and money, make everyday work easier and thus offer workshops real added value. Participants will also get an insight into the MEYLE product world in the areas of brakes, steering & suspension, drive train, electronics, engine, filters as well as truck and can look forward to exciting expert discussions with MEYLE product and technical experts.

The range of topics will be rounded off with an insight into MEYLE quality management and MEYLE's corporate responsibility activities: "Our goal is to support the independent aftermarket with better parts and with sustainable repair solutions, so that the efficient use of resources in vehicles helps keeping vehicles on the road longer," explains Christian Ludwig. "To ensure a consistently high-quality standard and to develop more durable MEYLE parts, service, data and comprehensive concepts play an equally important role and help our customers succeed in the market. With the MEYLE Exhibition Hamburg 2021 we want to continue this offer and are already looking forward to a profound exchange, and to deepen the discussions even more at the next possible personal meeting."

The MEYLE Exhibition Hamburg 2021 will take place from September 6 to October 1, 2021 and is aimed exclusively at MEYLE customers in the independent aftermarket.

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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.