**New MEYLE website launch to round off rebranding campaign**

**The MEYLE website has a new look: Improved navigation helps streamline day-to-day routine for wholesale and repair businesses**

Hamburg, 22 November 2016. Technical expertise, product quality and customer service are the hallmarks of the MEYLE brand and the core values validated by the new brand slogan "Driver's best friend", which made its debut at the 2016 Frankfurt Automechanika. Dotting the i on the company's rebranding campaign, the MEYLE website now appears in a completely new and modern look. Available as before at [www.meyle.com](http://www.meyle.com/), the MEYLE website is more user-friendly than ever.

Accentuating the brand essentials, the sleek website design dynamically adjusts to any end-user device, whether PC, tablet or smartphone. Featuring improved and highly intuitive site navigation options, the new MEYLE website is geared to become a "Driver's best friend" allowing workshop staff, wholesale agents and car enthusiasts to find the information they need more easily and quickly. The passenger car, truck and van product pages and also the download center have been given a clearer structure with information sorted by product groups. Users can find a wide range of information on the brand's product groups, free downloads (including installation information) and also product highlights. As part of the website revamping, the online catalogue's landing page has also been improved: newly integrated thumbnail images give a first impression of the product, and a free-text field facilitates the search by vehicle make, model or brand. In addition, all website content will soon be available in nine languages: German, English, French, Italian, Polish, Portuguese, Russian, Spanish and Chinese.

The homepage reflects the new MEYLE brand architecture featuring three product lines: MEYLE‑ORIGINAL, MEYLE‑HD and MEYLE‑PD. The MEYLE‑HD line is unique on the automotive aftermarket and features more than 750 technically enhanced products engineered and manufactured in-house to offer improved durability. Offering extended service life, these parts come with a unique four-year guarantee. The MELYE‑ORIGINAL product line currently includes around 20,000 high-grade MEYLE parts and caters for virtually all popular makes and models. The MEYLE‑PD product line features 1,800 quality-enhanced brake discs and pads offering excellent braking performance and state-of-the-art product finish.

Customers and clients who missed the image motifs of the new MEYLE brand identity at the Automechanika in Frankfurt will find them now on the MEYLE website at [www.meyle.com](http://www.meyle.com/) including web banners for downloading. Since the beginning of September 2016, the parent company Wulf Gaertner Autoparts AG has been operating its own website (available at www.wulfgaertner.com) offering information on the company, its worldwide locations and career options.

Download our press releases and press pictures from [www.meyle.com](http://www.meyle.com/) or order in electronic file format.

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**About the company**

Under its MEYLE brand, Wulf Gaertner Autoparts AG manufactures and markets a wide range of premium-grade passenger car, van and commercial vehicle spare parts for the independent aftermarket. The MEYLE brand's product lines are **MEYLE-ORIGINAL, MEYLE-HD and MEYLE-PD.**

**Catering for virtually every popular vehicle application the wide range of product supplied by Hamburg-based manufacturer MEYLE features the following products:**

* **MEYLE-ORIGINAL – true to size as the original: This product line includes more than 21,000 top-class parts.**
* **MEYLE PD – taking us to the next level:** This product line features around 1,800 technically refined brake discs and pads distinguished by their enhanced braking performance and cutting-edge coating technology.
* **MEYLE-HD – better than the original: Devised by the company's in-house engineers, the MEYLE-HD line features more than 750 products to cater for thousands of different vehicle models.** Designed to provide **exceptional strength and long service life** MEYLE-HD parts offer **enhanced performance over original-equipment designs.** Unrivalled in quality and durability technically-refined MEYLE-HD parts come with a four-year warranty.

Wulf Gaertner Autoparts AG was founded in 1958 and is headquartered in Hamburg, Germany. The company operates in 120 countries supported by its state-of-the-art logistics centre in Hamburg, Germany, and a worldwide network of local offices and production sites.