



ZF Aftermarket inspires with innovations and presentation format at Automechanika

- **The classic trade show booth was replaced by a 'marketplace' with more opportunities for information and interaction**
- **Move to the Forum provided extra space for personal exchange and exclusive event formats such as the CEO Breakfast with guest speaker Mika Häkkinen**
- **ZF Aftermarket wins Innovation Award in the commercial vehicles category and is honored for its workshop concept**

Under the concept heading of 'Together in Motion' ZF Aftermarket took things to the next level at this year's Automechanika, Frankfurt – the leading trade fair for the global automotive aftermarket. By taking over the Forum, ZF had a significantly larger and, above all, exclusive area at its disposal, where events, training courses and presentations could be held in addition to the classic product demonstration. Guests were particularly impressed with the space available; providing valuable networking opportunities at events such as the CEO Breakfast.

In an area totaling 2,500 square meters, ZF Aftermarket realized its innovative presentation concept in the Forum: This included a lively "marketplace" with product displays and technical demonstrations where visitors could talk to ZF experts. This was also the location of the workshop stage, where practical presentations for workshop customers were held throughout the trade show.

A large event area with a stage and giant LED screen provided the perfect setting for exclusive events such as the ZF Aftermarket Customer Summit and the CEO Breakfast held in cooperation with Messe Frankfurt on the first day of the trade show. Two-time Formula 1 World Champion Mika Häkkinen and Formula 1 Manager Mark Gallagher provided a successful start to the trade show with their keynote address.



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Award Winning Innovations

Another highlight for ZF Aftermarket was winning the Automechanika Innovation Award in the commercial vehicles category. The award went to the Wabco brand's new system concept Turning Assistance System (TAS), a retrofittable turning assistant for commercial vehicles.

Furthermore, with ZF [pro]Tech, ZF Aftermarket also won the readers' choice Best PROFI Workshop Brand 2022 in the workshop concepts category.

Audience response to the intensive use of digital content confirmed the aftermarket organization's recipe for success. How its focus on know-how transfer together with a product and service portfolio with added value offers the right mix to both partners, stakeholders and customers from wholesalers to workshops and fleet operators.

"We would like to express our sincere thanks for the exciting and fruitful discussions with our global business partners, and for the great feedback we received in Frankfurt. It once again confirmed that ZF Aftermarket's technical and digital innovations together with our demand-driven service concepts offer the best basis from which to develop and grow." sums up Philippe Colpron, Head of ZF Aftermarket and Executive Vice President, ZF Group.

Captions:

Philippe Colpron welcomed guests in an exclusive area at Automechanika, where events, training courses and presentations could be held in addition to the classic product demonstration.

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About ZF

ZF is a global technology company supplying systems for passenger cars, commercial vehicles and industrial technology, enabling the next generation of mobility. ZF allows vehicles to see, think and act. In the four technology domains of Vehicle Motion Control, Integrated Safety, Automated Driving, and Electric Mobility, ZF offers comprehensive product and software solutions for established vehicle manufacturers and newly emerging transport and mobility service providers. ZF electrifies a wide range of vehicle types. With its products, the company contributes to reducing emissions, protecting the climate and enhancing safe mobility. With some 157,500 employees worldwide, ZF reported sales of €38.3 billion in fiscal 2021. The company operates 188 production locations in 31 countries.

ZF Friedrichshafen AG's leading aftermarket and fleet solutions portfolio is built on its strong brands; LEMFÖRDER, SACHS, TRW and WABCO. A broad product and service offering, advanced connectivity solutions for digital mobility management and a global service network, support and enhance the performance and efficiency of all vehicle types throughout their life cycle. The company's aftermarket organization is both an architect and pacesetter for the Next Generation Aftermarket and the preferred partner for fleet and aftermarket customers worldwide.

For further press information photos and the video of the press conference please visit:
www.zf.com
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