



Customer loyalty program 'ZF [pro]Points' celebrates first birthday

- **Training incentives to be added to list of bonuses**
- **Existing participants will receive special first birthday present**

More exciting update to be expected throughout 2019 ZF Aftermarket's customer loyalty program, 'ZF [pro]Points' is proving to be a major success story in terms of strengthening relationships with the workshops. As it approaches its first birthday, the business announces that existing 5,500 members will receive a special first birthday present to thank them for their loyalty. A surprise will be delivered straight to their workshops inside a special anniversary edition of its newsletter.

Launched in May 2018, participating workshops are awarded Points on every purchase from its OE quality brand portfolio: ZF, Lemförder, Sachs, TRW and Boge (in the UK + Spain). In turn, these Points are exchanged for lucrative bonuses. Here, the business explains that moving forward, training incentives will be added to the list of bonuses, in line with the company's ethos of ensuring the market is fully prepared for the next generation of mobility.

"As we approach its first birthday, our customer loyalty program, ZF [pro]Points, is proving to be a real success story in terms of strengthening the bond with existing workshops, and those joining each month across Europe," explains Markus Wittig, head of the Independent Aftermarket Business Unit.

"Along with our other garage based initiatives such as ZF [pro]Tech, it's a real added value initiative, strengthening ties with other trade partners and creating a stronger and more cohesive marketplace." Markus Wittig says.



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New for 2019

Throughout 2019 ZF Aftermarket will introduce further innovations. A major expansion of the bonus program will be unveiled in the pilot region Germany and Austria. Other European countries will follow shortly after. This means more opportunities to collect Points and a multitude of business related offerings for participating workshops.

Initiatives planned for 2019 include:

- A centralized international digital-media campaign
- A dynamic new point of sale (POS) kit
- A new ZF [pro]Points Video
- Regular offer-filled newsletters
- Continuous improvement of the reward shop in line with current trends
- Major program expansion in pilot region Germany and Austria

The ZF [pro]Points program is freely available to all workshop customers across Germany, Austria, Great Britain, France, Poland, Spain and Portugal. Points are awarded on every purchase made across ZF Aftermarket's OE quality brand portfolio: ZF, Lemförder, Sachs, TRW and Boge (in the UK + Spain).

The program is extremely easy to implement and all new members are awarded 50 free 'Welcome Points' when they join. Until the June 30th of 2019 participants even get the doubled score of 100 points. To take part, workshops register at: www.zf-propoints.com. Once registered, a workshop specific account is created for each user. The program is tailored to the specific requirements of each country.

For more information and to register, please go to:

www.zf-propoints.com



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Caption:

The ZF [pro]Points program is freely available to all workshop customers. Points are awarded on every purchase made across ZF Aftermarket's OE quality brand portfolio.

Photo: ZF

Press Contact:

Fabiola Wagner,

Head of Aftermarket Communications

Phone: +49 9721 4756-110, fax: +49 4755-658,

e-mail: fabiola.wagner@zf.com

ZF Friedrichshafen AG

ZF is a global technology company and supplies systems for passenger cars, commercial vehicles and industrial technology, enabling the next generation of mobility. With its comprehensive technology portfolio, the company offers integrated solutions for established vehicle manufacturers, mobility providers and start-up companies in the fields of transportation and mobility. ZF continually enhances its systems in the areas of digital connectivity and automation in order to allow vehicles to see, think and act.

In 2018, ZF achieved sales of €36.9 billion. The company has a global workforce of 149,000 with approximately 230 locations in 40 countries. ZF invests over six percent of its sales in research and development annually.

With integrated solutions and the entire ZF product portfolio, the ZF Aftermarket Division of ZF Friedrichshafen AG guarantees the performance and efficiency of vehicles throughout their life cycle. Its combination of established product brands, digital innovations, customized products and services, and a worldwide service network has made ZF a sought-after partner and number two in the global automotive aftermarket.

For further press information and photos, please visit: