

Press release

Top marks for “Made in Burtenbach”: Focus Money endorses Kögel for its outstanding reputation

Burtenbach, Germany, 23 June 2022

The renowned financial magazine Focus Money has ranked Kögel first for reputation in the scope of its extensive Deutschland Test. Kögel enjoys a brilliant reputation in the truck and commercial manufacturer segment, and has achieved the highest possible ranking in the industry, thanks to its positive evaluation.

Kögel has claimed the top spot in Focus Money’s evaluation of the truck and commercial vehicle manufacturer segment, beating reputable global manufacturers like the Kion Group, Scania, Deutz, MAN and Volkswagen Commercial Vehicles. According to Focus Money, the evaluation is based on an analysis of testimonials, customer opinions and comments found on the Internet and social media. On behalf of Deutschland Test, as part of a social listening study, scientists at the Institute for Management and Economic Research (IMWF) collected all the available text about 14,500 companies in 276 sectors from the Internet between March 2021 and February 2022. In total, the researchers examined 438 million public sources for positive or negative tone and reach. The company in each industry with the most positive feedback received the top score of 100 points – just like Kögel.

Management, sustainability strategy and product make the difference

According to Jörg Forthmann, Social Listening Expert and Managing Partner of the IMWF, a company’s reputation is evaluated based on its

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performance in five areas: management, product and service quality, attractiveness as an employer, profitability and sustainability. With far-reaching consequences: “The success of every company rises and falls with its reputation. This was true even before social media took over – but now it applies even more,” says Forthmann.

The impressive result proves that Kögel’s efforts in accordance with its guiding principle “Economy meets Ecology – Because we care” have been well-received by the transport and logistics industry.

All further information and results are available at www.deutschlandtest.de.

Company profile

Kögel is one of the leading trailer manufacturers in Europe. With its commercial vehicles and transport solutions for freight-forwarding companies and the construction industry, the company has been providing “made-in-Germany” engineering quality for more than 85 years. Kögel sees itself as having a responsibility to design transport and logistics processes in an environmentally and climate-friendly manner in consultation with politicians and customers. The company’s guiding principle “Economy meets Ecology– Because we care” is a promise: Kögel supports all customers with outstanding expertise, in-depth industry knowledge and, above all, durable, ecologically and economically sustainable products in lightweight construction. The company headquarters and main production facility of Kögel Trailer GmbH are located in the Bavarian town of Burtenbach. Kögel also has factories and sites in Ulm (Germany), Duingen (Germany), Choceň (Czech Republic), Verona (Italy), Gallur (Spain), Kampen (Netherlands), Corcelles-en-Beaujolais (France), Schärding (Austria), Padborg (Denmark) and Moscow (Russia).

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