

Press release

## **Always in tip-top condition: Kögel boosts performance of its After Market services**

Burtenbach, Germany, 19 September 2022

**Kögel's After Market division ensures that its trailers remain a sustainable, cost-effective transport solution throughout their lifespan. To further boost the performance of these services, Kögel has launched the Kögel Original Parts programme, thereby reinforcing online services like the Parts Shop and service finder.**

Kögel holistically defines its company promise "Economy meets Ecology – Because we care" according to its Kögel All-Round service package. Kögel trailers not only fulfil the customer need for a cost-effective and sustainable transport solution when new. Rather, they must fulfil these important requirements throughout their entire life cycle. Kögel's After Market division ensures that Kögel trailers meet this discerning customer preference. To achieve this, the Burtenbach-based trailer manufacturer has further optimised its portfolio of spare parts and considerably expanded its digital services.

### **Always open: the Kögel Parts Shop with more than 11,000 spare parts**

The Kögel Parts Shop plays a major role, and is open around the clock, seven days a week, at [parts.koegel.com/](https://parts.koegel.com/). There, customers have constant access to more than 11,000 parts in premium quality. Now, customers of the Kögel Parts Shops also have the option of using modern payment methods such as Sofort transfers, credit card payment, or the online payment service Paypal, which noticeably improves the user-friendliness and processing speed of the shop. In addition, there is now

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an interface in the Kögel customer portal where customers can track their shipment with the service provider. That way, customers can keep an eye on the expected delivery of their shipment. At IAA Transportation, visitors to the Kögel stand will receive a discount code for online orders.

### **Kögel Original Parts ensure long-term value retention of the trailer**

The Kögel Original Parts programme complements the spare parts programme. It especially comprises “fast movers”, i.e. wear parts such as brake discs, pads and cylinders, as well as shock absorbers and air suspension bellows, which are needed relatively often. The spare parts in OEM quality offer exceptional durability and the minimum possible tare weight. This allows customers to keep the technical condition of their trailers on par with a new trailer from Kögel – and benefit from the associated positive effects on the operating costs and value retention of the trailer.

### **New repair videos help with the installation of spare parts**

The installation of spare parts on Kögel’s service-friendly trailers is not rocket science either, thanks to the brand new repair videos released at IAA Transportation. They offer all fleet operators clear and helpful instructions, which visitors will be able to see for themselves at the Kögel stand. For anyone interested, the videos are freely accessible on the Kögel Youtube channel or in the repair instructions section of [www.koegel.com](http://www.koegel.com), and initially cover important components like maintaining brake pads and disc brakes, including the hub unit.

### **Find the nearest service partner in a few clicks**

The newly programmed service finder on the Kögel website at [www.koegel.com](http://www.koegel.com) is an especially valuable online tool. When a service is

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needed, the driver or dispatcher can quickly and conveniently find a suitable Kögel service partner near the vehicle, or along its planned route. As a leading trailer manufacturer, Kögel offers extremely high coverage with approximately 1,000 qualified workshops across Europe – a network that continues to grow, especially along important traffic hubs. Kögel's first public workshop on the grounds of its headquarters in Burtenbach is part of this expansion. There, customers have the opportunity to have all standard maintenance and service work carried out on trailers of all brands.

### **Always ready to go and in original condition**

“By concentrating heavily on modern digital services in the After Market division, Kögel is creating tangible added value for its customers – fully in line with its company promise ‘Economy meets ecology – because we care’. This will ensure that our trailers are always ready for use and that they keep their value throughout their life cycle – so your trailer remains what it is: a quality product and an original,” explains Anton Bigelmaier, Head of After Market. Customers can discover the potential of the new online services for themselves on the After Market island at Kögel Stand F14 in Hall 27.

### **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

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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).

[www.koegel.com](http://www.koegel.com)

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