

Press release

## **Kögel strengthens sales in Romania: The new importer and dealer Auto Brand offers all transport solutions of the vehicle manufacturer**

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**The service specialist and vehicle spare parts dealer Auto Brand is taking over the distribution of all Kögel trailers and services in Romania with immediate effect. With 80 sales staff and 23 spare parts outlets, Auto Brand offers all local customers a comprehensive sales and service network.**

With immediate effect, the long-standing Kögel service partner Auto Brand imports and sells Kögel trailers and semi-trailers in Romania. Auto Brand's offer also includes all Kögel value-added services. This covers, among other things, the trailer telematics Kögel Telematics and the spare parts and other services offered by Kögel After Market.

In addition, Auto Brand has been a Kögel service partner since 2005, servicing and repairing all trailers and semi-trailers from the long-established German vehicle manufacturer. In addition, the company also handles all warranty services in Romania. Auto Brand's network in Romania comprises 23 branches and two regional logistics centers. The commercial vehicle dealer thus offers all Kögel customers a comprehensive range of services in one of the largest Eastern European countries.

### **Comprehensive service and sales network**

Together with the Bavarian vehicle manufacturer, Auto Brand intends to further expand sales of Kögel trailers in Romania. "The partnership with Kögel represents an important development step for us. We want to offer

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our customers a comprehensive one-stop shopping experience. Trailer and semi-trailer sales are a fitting addition to our portfolio after spare parts sales and commercial vehicle services," explains Cosmin Udrea, managing director of Auto Brand. "Auto Brand is known in the Romanian market for offering high quality parts and services. We are therefore particularly pleased to be distributing Kögel, one of Europe's leading trailer manufacturers, whose quality standards match those of Auto Brand. After all, Kögel is also known among Romanian customers for its high-quality trailers," says Cosmin Udrea.

"We are pleased that in Auto Brand we have found an excellent, high-performance sales partner in Romania, whose 60 in-house sales experts know their trade and are very familiar with the needs of Romanian customers. After all, Romania is a market of steadily growing importance for Kögel. The premium claim of Auto Brand and Kögel will complement each other perfectly to the benefit of customers," says Aleksandar Djuricic, Sales Manager in the regions of Romania, Slovakia, Croatia, Greece, Bulgaria, Moldova, Slovenia, Bosnia and Herzegovina, Serbia, Montenegro, Northern Macedonia, Albania and Hungary at Kögel. From now on, Auto Brand can assist all customers with economical and sustainable transport solutions from Kögel in line with Kögel's corporate promise 'Economy meets Ecology - Because we care'.

### **Company profiles**

#### **Kögel Trailer GmbH**

Kögel is one of the leading trailer manufacturers in Europe. With its commercial vehicles and transport solutions for the freight forwarding and construction industries, the company has been offering engineering-driven quality "Made in Germany" for more than 85 years. Kögel sees itself as responsible for making transport and logistics processes environmentally and climate-friendly in agreement with politicians and customers. The company motto '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 lightweight products. The company headquarters and main production

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site of Kögel Trailer GmbH is in Burtenbach, Bavaria. Kögel also includes plants and locations in Ulm (D), Duingen (D), Choceň (CZ), Verona (IT), Gallur (ES), Kampen (NL), Corcelles-en-Beaujolais (FR), Schärding (AT), Padborg (DK) and Moscow (RU).

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

### **Auto Brand**

With more than 19 years of experience in the import and distribution of truck and trailer parts, Auto Brand is one of the leading import and distribution companies and the market leader for trailer and semi-trailer spare parts in Romania. Today Auto Brand has 23 branches and 2 regional logistics centers. More than 190 professionals work for the company, whose headquarters are located in close proximity to Bucharest Another logistics hub is located in Waldbröl, Germany. Auto Brand's goal is to deliver real added value to all its customers and to optimize road transport safety through high quality and sustainable spare parts.

[www.autobrand.ro](http://www.autobrand.ro)

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