



KÄSSBOHRER: HIGHEST INCREASE in IMAGE RANKING 2017

Leading European trailer manufacturer Kässbohrer won the VerkehrsRundschau's "Highest Increase in Image Ranking in 2017" award within the entire commercial vehicle industry for both "Park Size under 10 Vehicles" and "Park Size over 10 Vehicles". Six months after receiving Trailer Innovation 2017 Award, this honor confirms the reliability and consistency of Kässbohrer's high-quality trailer production, as well as its commitment to customer satisfaction.

Well-known weekly German magazine VerkehrsRundschau conducts an annual survey in partnership with Kleffmann Group, an independent research institute. The institute randomly selects 500 sector-leading managers among German transportation companies, and asks them the performance of their product and service providers in terms of certain criteria such as product quality, customer oriented business model, innovative solutions, and environmental products. Based on the survey results in 2017, Kässbohrer achieved highest increase in image, and won the award within 8 categories.

The award was presented by Gerhard Grünig, Editor-in-Chief of VerkehrsRundschau in Munich on February 9th. Kässbohrer was represented at the event by İffet Türken, Board Member Responsible for Business Development, Alper Aydın, Deputy General Manager, and Thomas Purschke, Key Account Manager.

About Kässbohrer

In 1893, when Karl Kässbohrer founded his Wagenfabrik in Ulm, he redefined what trailer engineering could achieve. Today, thanks to over 120 years of staying true to his ethos, Kässbohrer products are used in more than 55 countries, have innovated in more ways and have a broader product line than Mr. Kässbohrer would ever have thought possible.

To enable the best customer service, Kässbohrer vehicles are produced at four different locations. The headquarters of the western European operations, as well as the first production site, is located in Goch, Germany. Second production site in Germany is located in Ulm, and started its operations as of 2017. Vehicles developed for the Russian market are produced in Tula Oblast, while its main production facility is located in Adapazari.

In the European semi-trailer industry, Kässbohrer stands out with its outstanding product range, including curtainsiders, tanks and silos, low-beds and low-loaders, platforms and container chassis. Along with value added services, such as K-Advance Care or Kässbohrer Finance, Kässbohrer offers the perfect balance of engineering and ingenuity for its customers all around the world.

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