

Alltrucks Press Release  
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### **Alltrucks keeps in the fast lane at the leading trade fairs in 2016**

Multi-brand expertise, growing partner network, pioneering range of services

Munich – Alltrucks Truck & Trailer Service, the joint venture workshop system from the three leading automotive and commercial vehicle suppliers Bosch, Knorr-Bremse and ZF, is presenting itself at the industry's largest trade fairs for the second time this year – already showing quite something after just two and a half years!

Alongside a growing Europe-wide network, primarily the exclusive multi-brand diagnostics, supported by a technical hotline with remote service and online ticketing system as well as extensive technical information and tailor-made training, make the full service concept so attractive to commercial vehicle workshops.

Alltrucks has already connected over 210 multi-brand commercial vehicle service workshops in Germany, Austria, Switzerland and Italy since 2014. The joint venture, with its headquarters in Munich, has also begun to offer its services in the Netherlands since July 1. Further market launches are under preparation.

Alltrucks relies on value-driven growth. Numerous new services are being presented in Frankfurt and Hanover that will make the Alltrucks service portfolio even more attractive, not only to commercial vehicle workshops but also to their customers. This includes cooperation agreements with low loader specialist Goldhofer or collaboration with the ADAC truck service subsidiary EuropeNet, with which Alltrucks offers a professional 24-hour breakdown service.

Another highlight will be the presentation of the new Alltrucks workshop finder. This will offer every Alltrucks partner the possibility of having their own web business card and much improved search functions, making it even easier to find Alltrucks partners in the internet in future.

In addition, Alltrucks from now on will support its partners with a concept custom-made to their needs in order to market their multi-brand expertise, thus actively supporting them in the customer referral.

The Alltrucks marketing concept is methodically and systematically structured. Alongside taking stock of the current situation, it includes comprehensive marketing guidelines with valuable tips and actions as well as various services in coaching and training.

So plan your visit to our Alltrucks trade fair stands today!

- Automechanika, 13-17 September 2016, Frankfurt \ Hall 3.0, Stand G98
- IAA Nutzfahrzeuge, 22-29 September 2016, Hanover \ Hall 16, Stand B30

Alltrucks GmbH & Co. KG was founded as a joint venture by the three leading automotive and commercial vehicle suppliers Bosch, Knorr-Bremse and ZF in 2013. Under the Alltrucks Truck & Trailer brand it offers commercial vehicle workshops a wide range of services in maintaining and repairing light to heavy commercial vehicles, trailers and semitrailers – across all brands. These services include multi-brand vehicle diagnostics, a technical hotline, customised training courses, technical information, a 24/7 service, marketing support and professional quality management. The system headquarters based in Munich is continuously expanding its portfolio, including new cooperation programmes and fleet services – in the medium term throughout Europe. More information at [www.alltrucks.com](http://www.alltrucks.com).

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