



we think transport



Ralf Merkelbach and Katrin Köster received the ETM Award for the best trailer axles for the 13th time in a row in Stuttgart.

Jul 02, 2019 08:21 CEST

## Best brands: how BPW gets its customers and employees excited about the high-tech revolution in the transport and commercial vehicle industry

- The ETM Award confirms BPW as the strongest brand in the trailer axle category
- Leaders from the world of transport and the commercial vehicle industry congratulate BPW – from Ansorge to DHL
- Katrin Köster: 'Strong brands convey confidence and orientation'

- Innovative motionist.com portal launched

Wiehl, 2 July 2019 – The BPW Group is driving innovation in transport and logistics with Industry 4.0, digitisation, e-mobility and networking. At the same time, the family-owned company is managing to gain customers, partners and employees for the transformation – and the brand strategy plays an important role, too.

BPW is and will remain the strongest brand when it comes to trailer axles and running gear systems. This was confirmed by professionals from the commercial vehicle industry and readers of *lastauto omnibus*, *trans aktuell*, *FERNFAHRER* and *eurotransport.de*, who picked BPW as their favourite for the coveted ETM Award – as they have done every year since 2006. The reasons behind this are explained by top representatives from the industry:

Matthias Bohm, vice president, Global Sourcing (ground fleet) at Deutsche Post DHL: ‘DHL is active across Europe and is dependent on especially reliable running gear for its trailers. We have had a consistently positive experience with BPW in recent years. We are glad that we have equipped many vehicles with BPW axles.’

Wolfgang Thoma, managing partner at Spedition Ansorge: ‘For me, axles from BPW represent quality. Whenever we order commercial vehicles, BPW is on the shortlist, and we have been in contact a great deal recently. We are very pleased with the products from BPW.’

Ralf Merkelbach, head of key account management for major fleets in Europe at BPW: ‘Being voted best brand by transport professionals from the industry 13 years in a row doesn’t happen by itself. We know that we have to earn the trust of our customers every day.’

Katrin Köster, head of corporate communication at BPW adds: ‘A strong brand can offer security and orientation in times of digital transformation and disruptive innovations. With our brand strategy, we want to convey this orientation to our partners, customers and employees in order to excite them about the future of transport.’

The combination of corporate values and digital innovation also leads BPW’s communication strategy: BPW is thus replacing its printed customer magazine

with the motionist.com online portal. It provides articles, videos and podcasts on topics relevant to the industry. The BPW social

media channels, social sharing and commenting and rating functions are integrated components of [www.motionist.com](http://www.motionist.com).

---

### **About BPW Bergische Achsen Kommanditgesellschaft**

*BPW Bergische Achsen Kommanditgesellschaft is the parent company of the BPW Group. With over 1,600 employees, including around 120 trainees, the family-owned company has been developing and producing complete running gear systems for truck trailers and semi-trailers at its headquarters in Wiehl since 1898. BPW's technologies include axle systems, brake technology, suspension and bearings. BPW's trailer axles and running gear systems are in use in millions of vehicles around the world. An extensive range of services also offers vehicle manufacturers and operators the ability to increase the efficiency of their production and transport processes. [www.bpw.de/en](http://www.bpw.de/en)*

### **About the BPW Group**

*The BPW Group researches, develops and manufactures everything needed to ensure that transport keeps moving and is safe, illuminated, intelligent and digitally connected. With its brands [BPW](#), [Ermax](#), [HBN](#), [HESTAL](#) and [idem telematics](#), the company group is a preferred system partner of the commercial vehicle industry around the globe for running gear, brakes, lighting, fasteners and superstructure technology, telematics and other key components for trucks, trailers and buses. The BPW Group offers comprehensive mobility services for transport businesses, ranging from a global service network to spare parts supply and intelligent networking of vehicles, drivers and freight. The owner-operated company group currently employs 7,200 staff in more than 50 countries and achieved consolidated sales of 1.48 billion euros in 2017. [www.bpw.de/en](http://www.bpw.de/en)*

## Contacts



### **Robin Becker**

Press Contact

Media Manager Corporate Communications

BeckerR@bpw.de

+49 (0) 2262 78-1905