



Katrin Köster, Head of Corporate Communications at BPW, and her team thank all voters for the ETM Award.

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# BPW convinces vehicle manufacturers and freight forwarders with ease

- **BPW wins "ETM Award": the only constant in a changing transport world**
- **Most modern trailer chassis on the market with digital DNA and new weight record**
- **Online configurator is becoming the communication instrument of the industry**
- **Ultralight Airlight II chassis with lightweight components LightTube and Alunabe becomes a bestseller**

**Wiehl, 04.08.2020 --- Digitalisation, lack of drivers, climate regulations, corona crisis: in the transport world, nothing remains as it was. Only one thing seems to have been immovably fixed for 14 years: BPW wins the ETM Award as strongest brand for trailer axles and running gear systems. How does the family-owned company manage to convince vehicle manufacturers and haulage companies year after year?**

BPW is winning more and more fans for its innovative trailer running gears - and that with ease: The [ultra-lightweight Airlight II running gear](#), first delivered at the beginning of 2020, with the lightweight components [LightTube trailing arm](#) and the [aluminium hub](#), is becoming a bestseller even in the Corona year. The 9t running gear with a module weight of less than 370 kilograms enables more payload with less fuel consumption. This is not only well received by operators of tanker vehicles: Transport companies with tippers, container chassis and refrigerated trailers are now also increasingly turning to this BPW innovation because it promises significant additional revenue and is practically maintenance-free in operation.

Like all trailer axles and running gear systems from BPW, Airlight II is based on a digital DNA that accompanies the vehicle throughout its life, making maintenance and spare parts procurement more efficient. However, the digital DNA also changes the way in which running gears are configured: Trailer manufacturers are given access by BPW to an [online configurator](#), in which the suitable running gear for any transport purpose can be configured and ordered as a "digital twin" with just a few clicks of the mouse. Around 200 design and sales engineers in Germany already use the tool. Dr. Dirk Nötzke, Head of Product Data Management at BPW in Wiehl is pleased: "With our online configurator, our customers were able to continue working from their home office even at the height of the corona crisis". BPW plans to introduce the online configurator in other European countries before the end of this year, with other components of the BPW Group such as lights and locking systems being introduced step by step.

Ralf Merkelbach, Head of Key Account Management Large Fleets Europe at BPW: "The ETM Award is one of the most important prizes in the industry, because this is where transport professionals from the field choose their preferred brands. We are proud to have won it 14 times in a row - and we

are determined to earn it year after year. That's why we never cease in our efforts to supply the most innovative, because sustainably efficient axle and running gear systems for trailers. We want to deliver tangible benefits to our customers from design and production to operation and the aftermarket."

In the Corona year, a personal award ceremony of the ETM publishing house was cancelled on site; instead, the award ceremony was broadcast via live stream. BPW therefore thanked all participants for their choice with a video clip that was distributed via social media.

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### **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 7,350 staff in more than 50 countries and achieved consolidated sales of 1.52 billion euros in 2018. [www.bpw.de/en](http://www.bpw.de/en)*

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