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Customer magazines are old hat – BPW launches new online portal motionist.com dedicated to transport and logistics

- **motionist.com is meant to engage and inspire professionals in the transport and logistics industry**
- **The focus of the platform is on digitisation, electric vehicles, smart cities and everyday logistics heroes**
- **The agile portal design includes editorial content and social media interactions**
- **Katrin Köster considers the new portal an ‘important milestone**

in BPW's brand strategy'

Wiehl, 6 August 2019 – With the digitalisation of running gear technologies, adding digital connectivity to commercial vehicles and logistics processes as well as innovative electric drive systems, BPW is increasingly positioning itself as a trendsetter and innovation leader in the industry. Now BPW is also restructuring its corporate communications – its new online portal [motionist.com](https://www.motionist.com) centres on future-oriented topics and interaction with readers.

With [motionist.com](https://www.motionist.com), BPW is not simply replacing its printed customer magazine *trailer world* with an online edition: 'We have completely restructured the way we approach and present topics from across the industry,' explains Katrin Köster, head of corporate communications. 'We want the new platform to be open instead of exclusive, interactive instead of representative, and updated on an ongoing basis instead of published according to a fixed schedule. [motionist.com](https://www.motionist.com) is an important milestone in our brand strategy of positioning BPW as an open, innovative, 21st-century company.'

The name 'motionist' says it all. Nadine Simon, BPW spokeswoman, and social media manager Till Homrighausen jointly developed the concept of the interactive portal: 'With [motionist.com](https://www.motionist.com), our goal is to appeal to everyone who wants to make an impact in the industry – from senior executives to drivers – simply anyone who is enthusiastic about innovation in transport and logistics,' explains Nadine Simon. When selecting topics to cover on the site, the team deliberately looks beyond its own company boundaries – digitisation, electric vehicles and smart cities are among the more future-oriented categories, while profiles of drivers and other people driving progress in the industry on a daily basis ensure that [motionist.com](https://www.motionist.com) is firmly rooted in the here and now of day-to-day business in the transport industry.

The team has also intelligently integrated the company's existing Instagram, Facebook, YouTube, and Twitter profiles into the new transport-themed portal and regularly publishes new articles (using the hashtag #motionist) on these platforms as well as on Xing and LinkedIn. In addition, readers can comment on all of the articles: 'With [motionist.com](https://www.motionist.com), we do not just want to unilaterally broadcast our message out across the industry, we also want to listen, learn and constantly improve,' says Till Homrighausen, who is responsible for the editorial content published on [motionist.com](https://www.motionist.com) and BPW's social media profiles. 'This approach, which focuses on interaction, reflects

the spirit of partnership that we are committed to here at BPW – and not just towards our customers. This is why expanding our readership to include other audiences is extremely important to us’.

In developing the motionist.com platform, the Communications team used its experience with social media and presenting printed media online – BPW has been publishing its [annual report](#) and [sustainability report](#) online for two years, and the [Newsroom](#) section on its website contains press releases, photos, videos and all of the company group’s social media activities in a single location.

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

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

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