



BPW is strengthening its spare parts network in Romania with Auto Brand.

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Expansion of the spare parts business in Romania: Auto Brand becomes new member of the BPW Group

- Auto Brand offers an extensive spare parts program for heavy commercial vehicles in Romania
- Fast and reliable spare parts supply ensures high availability of fleets for transport companies

The company Auto Brand, specializing in the distribution of spare parts for heavy commercial vehicles, becomes a new member of the BPW Group. With 23 locations and its own distribution centers, Auto Brand strengthens the

BPW Aftermarket Group's commercial vehicle parts network in Southeastern Europe.

Wiehl, 1 October 2025 --- With the acquisition of Auto Brand, the BPW Group further expands its international mobility partnership to best support transport companies in their business and throughout the entire vehicle lifecycle. Auto Brand's service portfolio includes consulting, identification, and delivery of components from leading manufacturers required for the maintenance and repair of commercial vehicles.

"The BPW Group sees itself as a long-term and reliable partner for transport companies throughout all phases of the vehicle lifecycle. Given the increasing usage times, the demand for spare parts is growing across Europe, which is why we are specifically strengthening our network with experienced partners like Auto Brand," emphasizes Tobias Wiedeking, personally liable managing partner of BPW.

"Joining the BPW Group is a consistent step for Auto Brand. The BPW Group has a well-developed trade network represented in more than 18 European countries. Through the industry knowledge that these companies bring and the recognition of the BPW Group's brands, we strengthen our position," says Cosmin Udrea - Director from Auto Brand. "For customers and partners, Auto Brand remains the same reliable supplier of spare parts for heavy commercial vehicles, now with the strength and resources of an international market leader as support."

The BPW Group and the spare parts specialist founded in Romania in 2004 already look back on a long-standing successful cooperation. The brand and independence of Auto Brand will remain after the acquisition.

Through its extensive parts trade network, the BPW Group, as an international mobility partner, enables transport companies and workshops to quickly, safely, and economically maintain and repair commercial vehicle fleets. With a network of over 120 branches in 18 European countries, the BPW Aftermarket Group Deutschland GmbH ensures comprehensive and reliable supply of spare parts for trucks and trailers. The product portfolio includes both original spare parts from relevant commercial vehicle manufacturers and economical solutions for older vehicles.

About Auto Brand

Auto Brand was founded in 2004 in Romania and is one of the key players in the import and distribution of spare parts for heavy commercial vehicles. The company operates 23 locations and offers its customers complete solutions ranging from spare parts identification to technical consulting. In addition to the network of 23 branches and regional representations, Auto Brand operates two modern distribution centres in Romania. With almost 200 employees, Auto Brand achieved an annual turnover of around 34 million euros in 2024.

www.autobrand.ro

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 and trailers. 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 around 6,580 staff in 28 countries and achieved consolidated sales of 1.562 billion euros in 2024. www.bpw.de/en

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