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BPW launches the TrailerBuddies, a special YouTube format with hands-on tips for workshop professionals.

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New YouTube format for commercial vehicle garages and professionals: BPW launches 'TrailerBuddies'

- Handy practical tips for professionals – straight from the BPW customer service workshop
- Focus on dynamism, authenticity and added value
- Mobile devices are becoming established tools for accessing instructions in garages

Wiehl, 01.04.2021 --- Whether on Facebook, LinkedIn, Twitter or YouTube, BPW has been reaching users of commercial vehicle and transport technology

directly through social media for years. Now, BPW is launching 'TrailerBuddies', a special YouTube format for professionals in garages and service stations.

BPW makes solid arguments in its product and brand communication and is one of the few mobility and systems providers in the commercial vehicle industry to give concrete figures for time and cost savings and other practical benefits – in euros, cents, hours, kilos or metres. The new 'TrailerBuddies' YouTube format is designed to be just as straightforward and practical and to appeal directly to the experts in commercial vehicle workshops. For instance, the first episode on the [ECOPlus principle](#) shows exactly how to disassemble, check and grease a wheel hub unit in record time. The second episode presents the [AirSave tyre pressure control system](#) from the garage's perspective. In the latest episode, the TrailerBuddies look at the [iGurt](#) for intelligent load securing.

The videos are filmed on-site at the company, including at the BPW customer service workshop in Wiehl. They are developed and produced in-house by the BPW Corporate Communications department. 'We are looking at the challenges faced by the workshop specialists and are working with our customer service colleagues to deliver practical, easy-to-implement solutions and tips,' says Aileen Seelheim (presenter). 'The focus of TrailerBuddies is on dynamism, authenticity and added value.'

During the production process, the team from Corporate Communications ensures that the individual steps will be easy to see on smaller screens. 'Mobile devices are naturally a feature of day-to-day work in the garage nowadays,' explains Christina Meyn (camera and sound). 'BPW is one of the pioneers in this trend and provides a comprehensive [mobile online service for garages](#), from the maintenance manual right through to spare parts identification – so it was an obvious step for us to add a useful YouTube format to what we offer.'



[Watch video on YouTube here](#)

About BPW Bergische Achsen Kommanditgesellschaft

BPW Bergische Achsen KG is the parent company of the BPW Group. With around 1,500 employees, including around 100 trainees, the family-run 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 provides vehicle manufacturers and vehicle operators with the opportunity to increase economic efficiency in 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 7,000 staff in more than 50 countries and achieved consolidated sales of 1.41 billion euros in 2019. www.bpw.de/en

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