

Unbeaten: Webasto wins in reader survey for fourteenth time

The market leader for parking heaters wins the “ETM Award” as best brand for commercial vehicles

Stockdorf/Munich – July 2, 2019 – For the fourteenth time, readers of the German truck magazines “trans aktuell”, “lastauto omnibus” and “FERNFAHRER” rated Webasto best brand in the category “Air-Conditioning / Heating”. The market leader received 65.8% of votes in this category. This means that the gap to the competitor in second place is over 30 percent – just like last year.

The award ceremony took place at the Kursaal in Stuttgart-Bad Cannstatt on June 26, 2019. “At Webasto, we are proud of our brand and we would like to thank all readers for their continued positive feedback in the annual reader survey of the ETM publishing house,” says Bernd Joerg, Director Retail & Service Business Europe at Webasto. “We see this award as motivation to continue offering our customers in future innovative solutions for thermal management systems in all vehicle categories – to achieve maximum well-being and more safety.”

The EuroTransportMedia Verlags- und Veranstaltungs-GmbH (ETM) in Stuttgart asks its readers once a year to rate the brands of truck accessories. This year, about 8,500 readers took part in the “Best Brand” survey and voted for their favorites in 27 categories, assessing factors like quality, service, competitive pricing, and image.

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About Webasto:

The Webasto Group is a global innovative systems partner to almost all automobile manufacturers and among the top 100 suppliers in this industry sector. The company’s product portfolio comprises a broad range of roof and heating systems for every type of vehicle and all drive types as well as battery systems and charging solutions. Moreover, Webasto has a strong position in the aftermarket providing dealers and end customers with customized solutions and services relating to thermo management and electromobility. In 2018 the company generated sales of 3.4 billion euros and had over 13,000 employees at more than 50 locations (with over 30 of these being manufacturing plants). The headquarters of the company, founded in 1901, is located in Stockdorf near Munich (Germany). For more information please visit www.webasto-group.com / www.twitter.com/WebastoGroup

Media Contact:

Webasto Group
Alice Röhler
Communications Manager, Customized Solutions
Telephone: +49 89 8 57 94-52 662
E-mail: alice.roehler@webasto.com