

Webasto is German Record Champion

Webasto is once again the most popular parking heater brand. In the latest reader surveys carried out by the three renowned car magazines 'Auto Bild', 'auto motor und sport' and 'Auto Zeitung' the market leader takes 1st place in the "Parking heater" category.

Stockdorf/Munich – March 28, 2019 – Each winter the three most-read car magazines survey their readers to ascertain the best brands among automakers and automotive suppliers. In 2019, Webasto came top in the "Parking heater" category – as in previous years, too – in all three reader surveys, and was able to extend its lead even further. In the 'Auto Bild' survey, Webasto received 80 percent of the votes. In the reader's choice awards of 'auto motor und sport' magazine, the company this year topped its winning result for 2018 by a further 10 percent, with 75.9 percent of the votes. In the 'Auto Zeitung' survey, 37 percent of readers voted for Webasto.

This year, ca. 200,000 readers participated in the on-line votings. They evaluated the brands by the criteria innovations, quality, design and price. "We would like to sincerely thank all of the readers who voted for us," says Bernd Joerg, Director Retail & Service Business Europe at Webasto. "The fact that we were able to once again improve on our good result of 2018 shows us that we listened very well to the wishes of our customers, e. g. by delivering further developments – like our ThermoConnect web-based parking heater app."

In the 2018/2019 buying decision study "Die Besten Marken" ("the best brands") of '**Auto Bild**', 80 percent of the approx. 63,000 participants voted for Webasto as the clear winner in the parking heater category (issue 13/2019). Thus the company improved its score by two percent compared with the previous year.

In the reader's choice awards "Best Brands 2019" of '**auto motor und sport**', Webasto received 75.9 percent of the approx. 105,000 votes cast and, therefore, 10 percent more than in 2018 (issue 7/2019).

The readers of '**Auto Zeitung**' voted Webasto "Top Brand 2019", awarding the distinction "Gold" among parking heaters (issue 5/2019). Approx. 18,000 readers participated, of which 37 percent voted for Webasto. In 2018 this figure was 34.55 percent.

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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

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