

More Drive: Restructured Webasto Website

New: www.webasto-group.com contains all sorts of information relating to the company; customers can find product information at www.webasto.com

Stockdorf/Munich. – January 16, 2013 – To start off the new year, the Webasto Group is presenting a modernized and restructured website. The primary objective was that customers can find the information that they desire on the website as quickly as possible. Therefore, the enterprise content was separated from the product information and is now presented on its own site. Intelligent links make it possible to switch sites at any time. The integration of a new search function makes it easier to find information, and clear fly-out menus make navigating the site a breeze. The look and feel is modern, well thought-out and clear..

Webasto developed and implemented the strategy, concept, design and front end of the new digital business card together with the web service provider Namics (Germany); the Munich-based agency Coma AG is responsible for the back end.

www.webasto.com – customized and country-specific

Webasto has revamped its product presentation and consolidated all the content. Now customers can find all the information on Webasto products on a single country-specific website. This is made possible by introducing automatic IP detection. If someone enters www.webasto.com in their browser, they are sent directly to the Webasto website specific for their country. There, they can find all the information on the retrofit products available in the respective country and on the local B2B business projects. Information about the extensive product portfolio of sliding, panorama and convertible roofs that Webasto develops and produces as original equipment for passenger cars completes the site. In addition, regional news and information about the company, as well as local job postings, are integrated into the country-specific pages.

www.webasto-group.com – overview of technology, business units and news

The focus of the group website is the global company content. The website provides an overview of the technological competence, the international footprint, and the structure of the company. In addition, journalists and other interested parties will find the latest press releases, images and information on trade fairs and events.

Optimized dealer locator

In a second step, the proven dealer locator will be further optimized in spring 2013. Interested parties can then find dealers in their vicinity and can get an offer directly from them. The dealer locator is a very successful tool on the Webasto website. In 2010, for example, 36 percent of the offers generated using the Webasto dealer locator led to the purchase of a parking heater.

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About Webasto:

The group operates internationally at over 50 locations (over 30 of these production sites) in the divisions roof and thermo systems. Webasto is one of the top 100 automotive supply firms worldwide. In 2011 the Group generated a sales volume of 2.3 Billion Euros, which represents a revenue increase over the previous year of 12.6 percent, and had more than 9,500 employees per end of year. Its core competencies encompass the development, production and sales of complete roof and convertible roof systems as well as heating, cooling and ventilation systems for passenger cars, commercial and specialty vehicles, recreational vehicles and boats. For more information, please visit us at www.webasto.com

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