

## PRESS RELEASE

### First stand concept for Webasto AG

Taunusstein/Frankfurt am Main, 26 September 2011. "Feel the drive" – this is the claim that the Expotechnik Group used at the IAA International Motor Show in Frankfurt implement its first stand for Webasto AG. As a global supplier to the automotive industry, it is Webasto's compelling emotional concept that makes the brand values of the company a tangible experience. The Expotechnik Group used the 800 square metres to create an experience-oriented, modular stand design, which allows visitors to immerse themselves in the Webasto brand world and bring the diverse product range of mobile applications closer to them. The scenographic staging of the stand space generates strong images that allow for an experience-oriented customer approach. The power of innovation, customer orientation and commitment to quality are reflected in the presentation, as well as in the long-standing tradition of the company.

Founded in 1901, Webasto AG has more than 75 years of experience in the automotive industry. The internationally-operating supplier manufactures and develops convertible, roof and body systems as well as heating and air conditioning systems. For further information, visit [www.webasto.com](http://www.webasto.com).

#### **About EXPOTECHNIK Group**

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of nine independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Krones and Phonak. The global management of Expotechnik Group is jointly headed by the Group Presidents Alexander D. Soschinski and Patrick O. Soschinski.

For further information, visit [www.expotechnik.com](http://www.expotechnik.com).

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