

## Presse Release

# **Bertrandt is a cooperation partner for the Future Mobility Workshop 4.0 After Sales Solutions for Car Dealerships and Workshops**

**(Ehningen, 18 March 2021) Bertrandt is playing a key role in the Future Mobility Workshop 4.0 with professional solutions in the after sales sector. In this project, which is being funded by the state of Baden-Württemberg, car dealerships and workshops are preparing for the technological transformation process at an early stage.**

The further development of workshops and car dealerships involves re-defining processes and services. Professional solutions in the areas of digitalization and sustainability offer great potential for ensuring a positive business development for the automotive industry in the after sales sector. The Future Mobility Workshop 4.0 enables new technologies and systems along the customer journey to be professionally tested.

“With our experts, we are continuously working on further developing the automotive trends throughout the car industry,” said Florian Fuest, Head of Department After Sales Solutions, at the Bertrandt Group. “We have the opportunity, together with other companies, to further promote Germany as a leading location for the automotive industry. We look forward to networking with the different after sales partners,” Fuest continued.

Prof. Dr. Benedikt Maier, Deputy Director of the Institute for the Automotive Industry (IfA) and Managing Director of the Future Mobility Workshop 4.0, is delighted with the partnership with Bertrandt: “We are proud to have gained the support of Bertrandt, a leading innovator in the industry, as a partner. On the one hand, Bertrandt provides groundbreaking input, while on the other hand it benefits from the swarm intelligence of the innovation lab. Our approximately 70 network partners have understood that cross-company networks will play a crucial role in this transformation process.”

Bertrandt offers a diverse portfolio of after sales services. These include, for example, Market Support, which offers test purchases, auditing for workshop organization, concept development for workshop equipment, and the provision of first, second, and third level support with the latest media, such as AI image recognition, video functions, or mixed reality applications. Other services are Quality Management for the optimization of customer service, and Business Development with customer support and warranty analysis, as well as support in product management. Bertrandt's services also include technical editing and technical training.

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### About the Future Mobility Workshop 4.0

The Future Mobility Workshop 4.0 in Esslingen near Stuttgart makes a major contribution towards supporting companies in the automotive industry in the technological transformation process and preparing them for upcoming changes. To do this, it depicts the structures of a modern car dealership over an area of around 450 square meters. Along the customer journeys in sales and after sales, the players in the various branches of industry can find out about innovative technologies and at the same time try them out in a practical way. In addition, seminar rooms are available for a wide variety of uses. The Future Mobility Workshop 4.0 therefore performs the role of an innovation showcase, a training center, and a testing laboratory for the entire automotive industry. To implement the business operations of the Future Mobility Workshop 4.0, the Institute for the Automotive Industry (IfA), Nuertingen-Geislingen University (HfWU), and Deutsche Automobil Treuhand (DAT) have formed an independent company. Further information is available at [www.ifa-info.de/zukunftswerkstatt](http://www.ifa-info.de/zukunftswerkstatt)

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### Über Bertrandt

The Bertrandt Group is a leading solution partner for all technology trends. Our clear objective is to help shape the digital and electronic future. In the automotive sector, we have organized our expertise across all our sites into four Divisions: Electronics, Product Engineering, Physical, Production & After Sales. In addition, we support customers from numerous other sectors with our comprehensive know-how: from the energy and aerospace industries and mechanical and plant engineering to medical technology. Around 12,000 employees at more than 50 sites worldwide are committed to successfully implementing our customers' projects every day. More information is available at [www.bertrandt.com](http://www.bertrandt.com)

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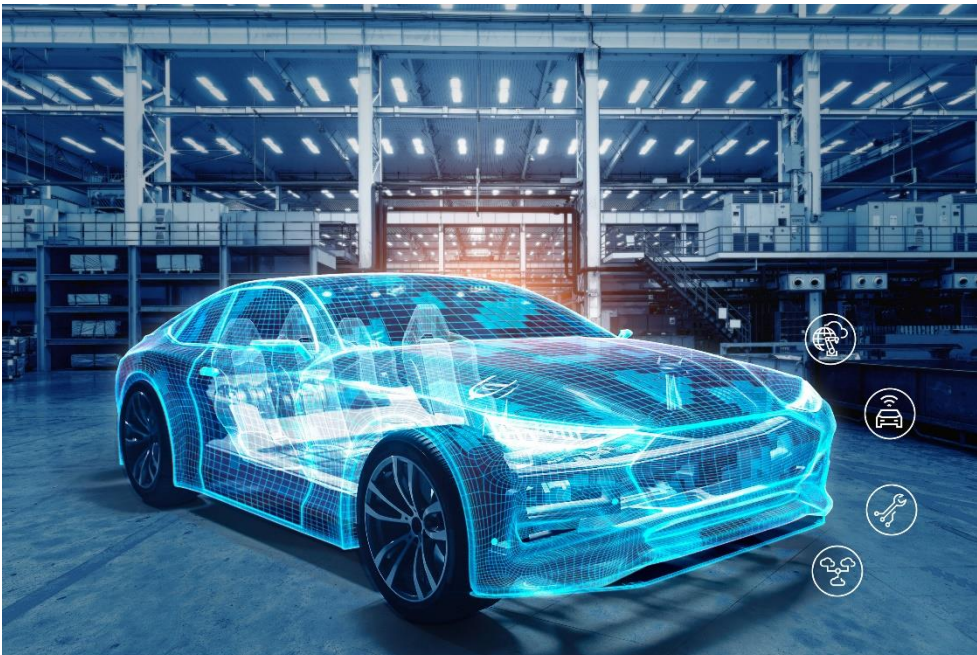


Image suggestion: Bertrandt continues to develop automotive trends along the automotive trade.