

news

Press release: Excellent service and premium products

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Excellent service and premium products

Hengst is presenting a new brand image and the entire IAM product range at the Automechanika 2016

Work smarter - with excellent service and premium products: At the **Automechanika 2016** (September 13 to 17, 2016, at the Frankfurt Trade Fair, Hall 4.0, Stand A71) Hengst will present a new brand identity and an expanded and completely redesigned exhibition stand. The trade fair attendees will gain insight into the IAM product range with more than 2,500 filter products and also learn what differentiates brand-name filters with OEM (original equipment manufacturer) quality from presumably less costly alternatives.

With its brand promise, Hengst is setting itself up for the requirements of the future IAM market. The company wants to offer excellence as a partner for innovative filtration solutions with know-how and passion. The desire to reach the best-possible solution for the customers with the products and ensuring the proverbial proximity to customers are our focus.

The following phrase applies, especially to the service sector: One filter is not necessarily the same as another. If you want to spare yourself unnecessary complaints, you shouldn't save money at the wrong end; instead place value on premium quality right from the start: The best materials, the highest level of precision during production and the high-quality design. For instance, the special waterproofing on all air filters which protects against water penetration is the deciding difference with respect to Hengst products. "Presumably cheap is often purchased twice" the company makes clear.



Work smarter. Mit seinem Markenversprechen stellt sich Hengst für die Anforderungen des IAM-Marktes der Zukunft auf.

Bild: Hengst

Contact: Julia Gillenkirch
T +49 251 20202-422
F +49 251 20202-900
E j.gillenkirch@hengst.com
W www.hengst.com

Hengst demonstrates the high requirements the various filtration types have to fulfill in modern car engines with four new animated films about oil, fuel, air and cabin filtration. The films explain the functions of the different filters in an easy-to-understand way and also make the difference between Hengst quality products and cheap products clear. The company will also present new products at the 220 square meter Automechanika stand, for instance, the new E1328L-2 air filter for various Mercedes-Benz appliances in the C through S class models.

Good can always be improved: The current generation of the patented Energetic® system will also be presented at the Automechanika. The first series of the first generation began in 1993. Since then, the clever filter elements have proven themselves in countless applications and have been continuously optimized through to the current, sixth generation. The basic idea has remained the same: During servicing, only the filter element has to be replaced. This conserves resources, reduces waste, allows for clean working and accelerates the replacement of the filter. In short: An efficient and environmentally-friendly solution.

In addition to the product quality, service is also important, especially in the dynamic aftermarket. Constant availability of the products is equally as self-evident for Hengst as personal customer support. With the freshly printed catalogs for passenger cars and commercial vehicles published for the Automechanika and the online catalog www.hengst-catalog.com, the company makes the search for the right filter faster and easier.



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Hengst Automotive is an international established development partner and OEM supplier in the array of filtration and fluid management to the automotive and engine industry as well as in the fields of industrial filtration applications and in the consumer merchandize sector.

Hengst has more than 3,000 employees worldwide at 15 locations in Germany, Brazil, China, Denmark, India, Poland, Singapore, United Arab Emirates and North America. Hengst is a leading company in the areas of fluid management, crankcase ventilation systems as well as filter systems for oil, fuel, air and cabin air. Furthermore, in the range of the industrial and environmental technology, Hengst develops customized solutions for nearly all engineered filtration applications.

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For more information, please see:
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Contact:
Hengst SE & Co. KG
Nienkamp 55-85
48147 Münster
Germany

Tel.: +49 251 20202-0
Fax: +49 251 20202-900

info@hengst.com
www.hengst.com

Contact: Julia Gillenkirch
T +49 251 20202-422
F +49 251 20202-900
E j.gillenkirch@hengst.com
W www.hengst.com