

Press information

„Infinity of the new“

RUVILLE to prove its quality and chassis expertise at the automechanika leading trade fair

RUVILLE is participating in this year's automechanika in Frankfurt with a considerably extended product range in the passenger vehicle and HDV sector and, by doing so, will prove its chassis and quality expertise in the international automotive aftermarket on a stand area of approx. 350 m². From 14th to 19th September 2010 the traditional company based in Hamburg will introduce its latest pioneering product range – from small individual parts in OE quality to comprehensive kits, modular replacement parts and system solutions – at the world's largest trade fair for the automobile aftermarket. At the same time, RUVILLE will redefine, as a system and manufacturing specialist, under the maxim “Infinity of the new”, its role as a driving force of the future in worldwide trade with passenger vehicle and HDV replacement parts. The motto here: systematic quality management on all levels with structured and clear processes for the customer's benefit.

In Germany, in particular, where one in seven jobs is directly dependent on the automobile sector, workshops and wholesalers expect suppliers to offer not only the highest product quality but also innovative ability and a unique product portfolio as well as tailor-made process chains which flexibly and permanently adapt to ever changing market conditions. “If you want to secure long term success in the future, you have to permanently set the course for this and position yourself with new ideas and solutions in an increasingly competitive market,” emphasises Georg Wallus, Managing Director Operatives at Egon von Ruville GmbH with regards to this year's automechanika. “Hereby innovative strength forms the basis, determines the limitless opportunities of our action and defines our maxim “Infinity of the new” as does the assurance and permanent further development of our high quality standards and all accompanying marketing and sales measures.”

The employees at the traditional company based in Hamburg know how important it is to recognise future trends already early on and to extend company strengths into new fields in international replacement parts trade. In this context,

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lateral thinking is also not merely a catchword at RUVILLE but a successfully practiced reality. Intelligent solution concepts are, therefore, as relevant today as they were in the early days of the company when the founder, Egon von Ruville, developed the first fully ready-made wheel bearing kits. With these experiences, the company has developed into a manufacturer with not only a high vertical range of manufacture offering product range optimisation, but also a creative product developer. The RUVILLE brand is, therefore, one of the most renowned system specialists today in the worldwide trade of automotive replacement parts for passenger and commercial vehicles which guarantees its partners – whether wholesalers or workshops – continuous and innovative system and engineering expertise. In addition, the company also sees itself as an intuitive service provider with a manufacturer claim.

“Each innovation begins with an idea which is why the individual, our employees, are always at the centre of all our doing,” explains Thomas U. Dee, Senior Sales Manager Europe and International Sales. “In a corporate culture that promotes creativity, the cliché of the great inventor who researches on his own in his workshop no longer exists and is long a thing of the past. This has been replaced by complex and creative team processes and is impressively underlined, for example, by the development of our HDV range and the internationally acclaimed expertise in kits, in particular in water pumps.” The new form of innovative strength of the company’s 170 highly qualified developers, technicians and product specialists in marketing, service and sales is seen in the industry as the basis of the success of RUVILLE. Employees are, therefore, never satisfied with the status quo but permanently boldly treading new paths. Hereby evolution is the principle which must be practiced and proven on a daily basis in all areas in product conception for the HDV and passenger vehicle segment.

That which applies to the products and processes also applies to the latest internet site. “The relaunch aimed to highlight the technical innovative leadership as well as the consistent further worldwide communication of the RUVILLE traditional brand,” emphasises Katja Rehlen, Head of Business Development and Marketing at Egon von Ruville GmbH. “With attractive visual aesthetics orientated to the design of the group communication, the online friendly presentation of the brand and its products conveys a clear impression of the company’s full expertise and, in doing so, creates a lasting and positive

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utilisation experience.” Furthermore, numerous tools as well as opportunities for interaction and contact, strengthen the dialogue with the customer in the workshop and create, together with an accentuated presentation of passenger vehicle and HDV themed sections, excellent online customer contact. With regards to content, target group orientated offers for special user groups provide an added value. HDV workshops are, for example, individually contacted using an HDV databank and tailor-made problem solutions are offered as well as all the necessary information.

RUVILLE offers its international customers tailor-made repair solutions based on its core areas of expertise – creativity, innovative strength and quality. Whether replacement parts, components or repair kits – these always reflect start-of-the-art technology and are developed, certified and tested by renowned institutes with the same standard and German engineering expertise. In addition, the close cooperation with the Schaeffler Group develops and expands the existing product portfolio of the RUVILLE brand with additional themed areas in the passenger vehicle and HDV segment.

The quality and innovative leadership of the RUVILLE brand is also impressively highlighted by numerous awards. In 2009 the company based in Hamburg was, for example, together with the Scaeffler Group, awarded the prestigious Supplier of the Year award for the first time by Autodistribution International (ADI) for its innovative product and marketing mix in the free trade of individual parts. In the same year, RUVILLE received, already for the 14th consecutive time, the highest quality accolade given for excellent services in data management and technical expertise – the TecDoc “Certified Data Supplier” seal of approval.

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