

WEGMANN AUTOMOTIVE PRESENTS:

ROADSHOW 2025—WITH US, THE TIRE SERVICE RUNS SMOOTHLY

Veitshöchheim, August 4th 2025

Following last year's success, WEGMANN automotive is pleased to announce the launch of this year's roadshow under the motto "With us, tire service runs smoothly." Starting on Monday, August 4, 2025, our dedicated brand ambassadors will personally visit around 500 tire dealers throughout Germany—including key regions such as North Rhine-Westphalia, Upper Franconia, Lower Franconia, and Upper Bavaria—and Austria. The focus of this comprehensive tour is to present the highlights and bestsellers of our tire service portfolio brands **HOFMANN POWER WEIGHT**, **ALLIGATOR** and **TRAX**.

PERSONAL, CLOSE, PARTNERSHIP-BASED

The upcoming tire change season means a period of high demand and intense work for workshops. WEGMANN automotive is committed to preparing its partners optimally for these challenges. The roadshow offers a unique opportunity for direct exchange and discovering new products.

"With us, tire changes run smoothly!" is the message addressing the specific requirements of the coming season. Individual questions can be clarified on site, and innovative products can make the partners' everyday work noticeably easier.

The roadshow offers much more than just product information: it enables direct, practical demonstrations and live presentations in a real workshop environment.

IN FOCUS: SOLUTIONS FOR EFFICIENT WHEEL CHANGES

The brand ambassador team presents a selection of products tailored to the requirements of modern and efficient tire service.

- High-performance adhesive tapes **SPEEDLINER®** / **ULTRALINER®** - Adhesive tape
- Workshop-optimized cutting device **SPEEDCUT®**
- Wide range of **kock-on weights**
- Special valves, such as the heavy-duty **CW valve**
- For every car, in every language. The universal sensor **sens.it RS+**
- TPMS **U1** service kit
- Universal, transparent **mounting paste**, as well as our new paste for XXL tires, the **TIGER paste**

- Essential accessories for wheel changes: mounting aid, adhesive weight pliers, selection aid

WORKSHOP WIN: THE CHANCE TO WIN A TABLE FOOTBALL!

We are giving away a table football worth €500! All workshops visited during our roadshow have the chance to win a table football for their workshop. As soon as the visited workshop registers in the WEGMANN automotive B2B Partner Shop, they are automatically entered into the prize draw.

For more information about the roadshow or our products, please visit our B2B Partner Shop or contact our sales team. Our products are available from well-stocked specialist retailers and in the WEGMANN automotive B2B Partner Shop at wegmann-automotive.com.

ABOUT WEGMANN AUTOMOTIVE

WEGMANN automotive is the world market leader for balancing weights and battery pole sleeves. The company is part of a globally active group of companies and supplies balancing weights, battery terminals and valves to all well-known automobile manufacturers and leading spare parts trade organizations worldwide. WEGMANN automotive is part of the WEGMANN Group, which also includes the companies KNDS and Schleifring. The group is based in Munich and employs more than 6,000 people worldwide.

FOR PRESS INQUIRIES PLEASE CONTACT:

Marisa Grün
Head of International Marketing
Phone: +49 931 / 32104 0
E-mail: marisa.gruen@wegmann-automotive.com

WEGMANN automotive GmbH
Rudolf-Diesel Str. 6
97209 Veitshöchheim