

WEGMANN automotive presents the new seasonal magazine DriveUp - a new companion for the tire change season.

Veitshöchheim, 05.03.2025

The first issue of the new DriveUp seasonal magazine from WEGMANN automotive will be published on March 5, 2025. The magazine will be sent to customers as well as being available digitally.

Why a seasonal magazine?

As a partner, we are aware of the challenges of each season and the question "What's new?" is frequently asked. With DriveUp, we want to make it as easy as possible for our customers and provide a quick overview of both tried-and-tested and new products - everything for a strong season.

Together for a successful season

The DriveUp magazine is now published before each spring and autumn season and offers a comprehensive overview of products and services for a professional tire service. It contains both new products and proven top sellers as well as practical tips and tricks on products and topics relating to wheel changes. Our aim as a manufacturer is to make tire servicing easier, because every step counts. The new DriveUp seasonal magazine ensures that our customers are well equipped for the start of the tire changing season.

Here is a sneak preview of the exciting content:

- **TPMS in focus:** all about trends, tips and top products in the field of tire pressure monitoring systems (TPMS). Find out how all vehicle models can be covered with a single sensor. Frequently asked customer questions about TPMS are also answered.
- **Camper van & motorcycle:** optimally prepared for the spring season! Highlights for camper van wheels and essential products for a safe motorcycle ride are presented. Balanced wheels and the right air pressure are crucial for safety and driving stability.

ABOUT OUR BRANDS

HOFMANN POWER WEIGHT offers OE-quality balancing weights for optimum results, while ALLIGATOR has been providing high-quality valves, TPMS solutions and filling equipment for over 100 years.



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
Marisa Grün
Rudolf-Diesel Str. 6
97209 Veitshöchheim