



PRESS RELEASE

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BERNER wins Hyundai as new partner and supplies Suzuki dealers with professional tools for electric cars

The Berner Group continues to expand its international key account business. After the successful extension of the contract with TECAR, the largest association of nationally leading car dealership cooperation / purchasing associations in the international automotive aftermarket, the wholesale company (annual turnover approx. 1.1 billion euros) has now again expanded its European network of strategic partnerships. In France, for example, all workshops of the car manufacturer Suzuki have been equipped with selected professional products from the eMobility portfolio of the core brand BERNER, and in Italy an extensive cooperation with the Hyundai Motor Company has been agreed.

As part of the strategic partnership, BERNER is now supplying **Hyundai** dealerships throughout **Italy**. The network currently comprises 126 dealers with 153 locations. The B2B specialist BERNER, which has its Italian headquarters in Verona, is making its entire local **product and service range** available. This includes classic consumables and accessories as well as smart chemical 'all-in-one' solutions or hand and power tools.

The agreement also includes the joint implementation of monthly or quarterly **promotions and advertising campaigns** for customers. In addition, there is a regular transfer of knowledge and know-how. For example, BERNER offers **expert training** exclusively for the Italian Hyundai contract partners. The focus of the product training is on the most common applications for cars, vans and commercial vehicles - from brake servicing and changing tires or windscreens to plastic repair, electrical maintenance, installation or interior and exterior cleaning of cars.

Special products for electric cars

BERNER has been cooperating with the Japanese car manufacturer **Suzuki** in **France** for many years. Due to the success, both sides have decided to go one step further and intensify their cooperation even more. This is especially true in the field of future-oriented **hybrid and electric vehicles**. From now on, BERNER will equip Suzuki's French network of almost 170 authorized workshops with suitable **special products**.

The agreement between the two partners includes the supply of **protective equipment** (PPE, rescue poles, etc.) and **insulated tools**, which have been distributed in Suzuki's dealer network in connection with the new hybrid SUV ACROSS. For various applications, BERNER also offers the corresponding products as exclusive **set combinations**, perfectly packaged in the BERA CLIC+ toolbox.

Berner electrifies

The wholesaler has recently expanded its innovative **eMobility range** even further. Automotive professionals can get everything they need for everyday workshop work from BERNER. The acceptance of plug-ins or e-cars is covered as well as the safeguarding of work areas, the inspection of technical components, the maintenance of current-carrying batteries or the cleaning and return. Emergency salvage and dismantling of the entire system for permanent decommissioning are also supported.



The Berner Group

The Berner Group is a family-run European commercial enterprise. Our vision is: “We keep the world together and moving.” This means we are the central B2B trading partner for all materials in the maintenance, repair, and production segments for our customers in the building, mobility, and industry sectors. With more than four channels we create an integrated omni-channel purchasing experience for our customers. In the steel and C materials as well as chemicals segments we are also an innovative manufacturer. We are represented in over 23 countries for our customers with more than 200,000 items and 8,200 employees.