



PRESS RELEASE

Künzelsau/Cologne, 28 April, 2021

International Automotive Aftermarket: Berner Group and TECAR shift up a gear

Berner Group and TECAR International Trade GmbH once again extended their successful cooperation by four years. A corresponding agreement has now been signed by both parties. The strategic goal of the partners is to further intensify the cooperation in the automotive aftermarket business, which has already existed in several European countries since 2016, in order to grow even stronger together in the future.

TECAR is the largest association of nationally leading car dealership cooperatives / purchasing associations in the international automotive aftermarket, with more than 15,000 brand-affiliated car dealerships and service companies. The network bundles purchasing volumes in various ways and simplifies the procurement processes of its members (shareholders). In addition to the national range of products and services, they also gain access to the range of selected top international suppliers – including BERNER since 2016.

As a leading European wholesale company (annual turnover approx. 1.1 billion euros), the Berner Group offers automotive professionals a huge selection of full-service solutions for the most common applications around cars, vans and heavy commercial vehicles – from brake servicing to changing tyres or discs to plastic repair, electrical maintenance, installation or interior and exterior cleaning of cars.

As part of its strategic partnership with TECAR, BERNER currently ensures the availability of its extensive range of products and services in a total of seven European countries: Denmark, Germany, the Netherlands, Norway, Austria, Sweden and Switzerland. Classic consumables and accessories are just as much a part of the B2B specialist's high-quality range as smart chemical 'all-in-one' solutions practical hand tools or powerful power tools.

"Part of our corporate philosophy is to focus customer relationships on the long term", emphasises Ralf Ploenes, Director International Key Account Management at the Berner Group. "We are therefore very pleased to continue the successful cooperation in the coming years and want to push the partnership with TECAR even further in the future. Because TECAR and BERNER are a perfect match. Both stand for permanently optimising service quality and service processes in the automotive aftermarket."

Axel Tödt, Managing Director of TECAR international, also welcomes the extension of the partnership: "When working with BERNER, we appreciate the thinking and orientation of an owner-managed family business. Fast reactions to market changes, prompt action with regard to digital transformation, but also solution and innovation drivers through a cross-market decision-making level were the essential building blocks for us to extend the contract – we also benefit from this as an international car dealership cooperation with our affiliated partners in Europe."



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.