



## PRESS RELEASE

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### **International cooperation: BERNER and Hyundai extend partnership to Germany**

The Berner Group continues to expand its international key account business. The B2B wholesaler has now agreed on a strategic partnership with the German sales company of the Hyundai Motor Company via its subsidiary Berner Deutschland. With immediate effect, both companies are already working closely together in eight European markets - including countries such as France, Italy or Austria, which are traditionally particularly important for BERNER due to their sales strength.

As part of the new cooperation agreement, BERNER will supply Hyundai contract partners throughout Germany. The network currently comprises 536 locations. The entire BERNER product and service portfolio is available 24/7 to the dealerships of the strongest Asian brand in Germany. This includes classic consumables and accessories as well as hand tools or smart chemical "all in one" helpers such as the "Cleanstar Magic" for cleaning and sealing windscreens, which has been available since July.

Practical: Thanks to its application-oriented solutions, BERNER can offer the cooperation partner everything from a single source for the most common applications in the workshop. "From the application field of brake servicing and tyre changes to vehicle maintenance or work on electric cars and plug-in hybrids, each of our offers pursues the same goal: to make the everyday life of automotive professionals as simple as possible so that they can save time and focus fully on their actual work," says Ralf Ploenes, Director Key Account Management International at the Berner Group. "Because time is money. Our product and service solutions increase the efficiency and thus the profitability of the trade."

BERNER's omni-channel landscape allows Hyundai maximum flexibility in the ordering process. Dealers and branch managers can choose between field service, tele sales, depot, mobile app and web shop to find the channel that is most effective for them.



## **The Berner Group**

The Berner Group is a family-owned 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 8,000 employees.

## **Hyundai Motor Germany**

Hyundai Motor Deutschland GmbH, based in Offenbach am Main, is a wholly owned subsidiary of the South Korean Hyundai Motor Company. Hyundai started selling its products on the German market more than 30 years ago and has continuously expanded its market share ever since. In 2021, Hyundai achieved a record market share of 4.1 percent. This corresponds to around 106,600 registrations and an increase of 1.5 per cent compared to the previous year (105,000 registrations), while the overall market declined by 10 per cent. Hyundai thus remains the strongest Asian brand in Germany. 75 percent of Hyundai models are offered with an electrified drive. Hyundai is establishing itself as the alternative drive provider among importers in this country. In addition to the popular electrified SUVs, the new Hyundai IONIQ sub-brand plays an important role in achieving the self-imposed goal of climate neutrality worldwide by 2045. Convincing for customers are, besides the attractive design and a very good price-value ratio, the 5-year warranty package without mileage limit and 8-year warranty for battery electric vehicles. At the European Research, Development and Design Centre in Rüsselsheim, two thirds of all vehicles sold in Europe are designed, engineered and tested. Hyundai produces for the European market at two locations: The HMMC plant in Nošovice, Czech Republic, produces the i30, TUCSON and KONA electric model ranges, while the HAOS plant in Turkey produces the i10, i20 model range and BAYON. Hyundai is involved in football from the amateurs to the professionals and is a partner of Eintracht Frankfurt in the German Bundesliga. Hyundai is also actively committed to environmental protection and sustainability. For every IONIQ 5 sold in Germany, a tree is planted with Plant-My-Tree. This is how the IONIQ forest is created. In cooperation with the marine protection organisation Healthy Seas, campaigns are taking place around the world to rid beaches and oceans of rubbish.