



Dieter Pfeil, sales executive Western Europe ElringKlinger

ElringKlinger brand, worldwide success thanks to expertise and innovative strength

Dieter Pfeil, sales executive Western Europe of the German company: innovation, development and customer care: keywords for leadership

Start Inforicambi's journey among international aftermarket companies: interviews result of strong partnership between our online newspaper and industry manufacturers. To start is the ElringKlinger, german company worldwide development partner and original equipment supplier of cylinder-head and specialty gaskets, plastic housing modules, shielding components for engine, transmission, exhaust systems and underbody, exhaust gas purification technology as well as battery and fuel cell components to almost all of the world's vehicle and engine manufacturers.

Dieter Pfeil, sales executive Western Europe by ElringKlinger, explains in this interview, the success of this brand on an international scale.

According to the latest data from the "Centro Studi Promotor" (<http://www.centrostudipromotor.com>), the european market closes 2012 in deep crisis, plunged back to 1995 levels; that is, 17 years ago.

The advantage of ElringKlinger is that we are doing business worldwide with more or less all notable vehicle manufacturers and therefore we have overcompensated the decline in sales from a few European carmakers, as we have increased significantly our business in Asia and America. The final figures for ElringKlinger in 2012 will show a satisfying growth in terms of sales and profit.

The slowdown of demand for cars in the entire eurozone, which is also registered in your country, how was it felt in the market segment in which your company is operating? From your business manager point of view, what kind of year will the international automotive sector experience? Could it be possible reversing the trend of the latest not so good ones? In which way?

Regarding the OE-business do we not expecting an significant growth in the European market within the next two or three years, because of it is well saturated (except Eastern Europe), but of course in the emerging markets like f.ex. China, India and Brasil. Only vehicle manufacturers and suppliers who are positioned worldwide will improve and increase in their business.

For the aftermarket business in Europe do we see this development in a positive way, because an increase of the average age of the vehicles means necessarily more repairs.

And for your company, which estimates do you feel wishing for 2013?

ElringKlinger has been operated very successfully in the past years and all our indicators show us that we will continue our success story also in 2013. Especially for the aftermarket business we will improve furthermore our efforts in Italy, also our collaboration with Inforicambi/Sofinn, despite or better even hence the difficult economic situation at the moment. We are assuming that with even better service than our competitors Elring Italy could increase market shares.

Innovation equal development! How much do you believe in this equation? On this front, which projects is your company carrying out?

The Elring aftermarket brand enjoys worldwide success thanks to ElringKlinger's innovative force and expertise in the OE-sector. For years it has stood for maximum safety, service and reliability. Therefore we can agree on that, for us innovation-development-customer satisfaction is a key factor for success and leadership. Today ElringKlinger is not only a gasket manufacturer, we are focusing on three diversifying dimensions - "optimization of the combustion engine" - "exhaust gas purification" and - "electromobility" ! For example ElringKlinger has developed a cell contact system for lithium-ion batteries, which will be used particularly in hybrid vehicles but also in purely electric cars. We are supplying this now to one of the leading car manufactures in Germany for a new electric city vehicle.

Elring Klinger is a supplier of original equipment of special seals for all automotive manufacturers.? Today, how is the company expanding its range of products?

Almost all vehicle manufacturers worldwide rely on the high quality and functional reliability of the gaskets for the powertrain, shielding parts and cover moduls from ElringKlinger. The market share in OEM-business from ElringKlinger in Europe for cylinder head gaskets is about 75%, this means 3 of 4 cars or trucks are running with our products. Certainly we are supplying as the market and technology leader worldwide also to the manufacturers in America and Asia.

What are the market goals that you are aiming at? Your corporate mission is to improve the level of service, reliability and quality of the finished product. How is Elring Klinger acting toward this goal?

Regarding the OE-business, we would like to expand our leadership furthermore in Europe but especially in the upcoming markets of Asia and we are strengthen our activities also in new technologies, like e-mobility with battery and fuel cell components. The goals for our worldwide aftermarket business are, besides growth, offering our customers a wide and always up-to-date product rangeand supporting with marketing services. In particular we are focused to support and serve the Italian market.