



## PRESS RELEASE

### **New Manager of Sales and Marketing at WESTFALIA Automotive**

**Since March 2008, Jörg Hönicke has been head of the Independent After Market division.**

**Rheda-Wiedenbrück, 13 June 2008.** WESTFALIA Automotive, one of the world's leading manufacturers of hitches and trailer equipment has added a new member to its management. Jörg Hönicke is an expert with many years of experience in After Sales Marketing. Jörg Hönicke has worked in management positions at many other companies in the automotive sector such as VW, Faurecia and Valeo. As the new Sales and Marketing Manager, he will now be in charge of the worldwide Independent After Market for WESTFALIA Automotive.

“Our work is clearly focussed on extending our existing customer relations. The trust our customers place in the quality and reliability of our product range is a decisive factor for our further growth at WESTFALIA Automotive,” according to Jörg Hönicke.

WESTFALIA Automotive develops and produces approx. 1,000 trailer hitches for nearly all vehicle makes. Annual production encompasses approx. 1.2 million trailer hitches.

In addition to its parent plant in Wiedenbrück, Germany, the WESTFALIA Automotive group also includes French manufacturer SIARR and Swedish manufacturer Monoflex. In the past fiscal year, the Westfalia group generated revenue of around 150 million euros with a staff with around 850 employees. In Germany alone, WESTFALIA Automotive has hired 70 new employees this fiscal year.

**Reprints free of charge, please forward specimen copy.**

Press representative:

Jeschenko MedienAgentur Köln GmbH

Stefanie Rennicke; Andreas Stump

Eugen-Langen-Str. 25

Telephone: +49 (0) 221-3099-0

Fax: +49 (0) 221-3099-200

email: [s.rennicke@jeschenko.de](mailto:s.rennicke@jeschenko.de) ; [a.stump@jeschenko.de](mailto:a.stump@jeschenko.de)

