

Press release

## **New Kögel Fanshop: Order advertising media around the clock**

**Burtenbach, 4 December 2017**

- **Opening offer: 10 per cent discount on the value of goods**
- **Start thinking about Christmas presents now**

**Kögel Trailer GmbH & Co. KG has devised and set up a new fanshop: [www.koegel-fanshop.com](http://www.koegel-fanshop.com). The new merchandise shop makes it even easier for employees, dealers, customers and Kögel fans to access a selection of more than 100 different types of Kögel advertising media and brochures. Thanks to its responsive design, the Kögel Fanshop is compatible with all mobile end devices. The Kögel online Fanshop is now available in both German and English. All first-time buyers will receive a generous 10 per cent discount on the value of goods until the end of 2017.**

### **Kögel Fanshop: order online quickly and easily**

You can enter the Kögel Fanshop by choosing the "Fanshop" tab from the navigation bar on the Kögel website. Category tabs such as Clothing, Accessories, Models, Brochures and many more will guide the customer clearly and conveniently through the Fanshop. Of course, you can always run a quick keyword search as well. Once you have used one of these options to select the advertising media you need, your order is added to your shopping basket. The shopping basket shows a clear summary of the selected Kögel advertising media along with their availability. After selecting one of the most common payment options, you can place the order as a guest or via a client account, which also displays your order history.

## Press release

### **More efficient workflows**

For Kögel, the particular advantage of the new Fanshop is that the system distinguishes between business-to-customer and business-to-business transactions. So not only fans and customers, but also employees and dealers can order advertising media, brochures and employee equipment quickly, efficiently and centrally.

Photo: Screenshot of the new Kögel Fanshop

### **Your contact person in the event of further questions about this press release:**

Patrick Wanner  
Head of Public Relations  
Phone +49 82 85 88 – 12 3 01  
Fax +49 82 85 88 – 12 2 84  
[patrick.wanner@koegel.com](mailto:patrick.wanner@koegel.com)

Kögel is one of the leading trailer manufacturers in Europe. Since it was established in 1934, the company has manufactured more than 550,000 trailers. With its commercial vehicles and solutions for freight-forwarding companies and the construction industry, the company has been providing 'Made in Germany' engineering quality for more than 80 years. During this period, it has maintained its passion for transport and innovation, enabling it to offer proven, long-lasting added value to freight-forwarding companies. The company headquarters and main production facility of Kögel Trailer GmbH & Co. KG are located in the Bavarian town of Burtenbach. Kögel also has factories and offices in Ulm (Germany), Duingen (Germany), Chocen (Czech Republic), Verona (Italy), Zwolle (Netherlands) and Moscow (Russia).

[www.koegel.com](http://www.koegel.com)