

A Full Service Workshop Concept for Truck and Trailer



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Knorr-Bremse is the world's leading manufacturer of braking systems for rail and commercial vehicles



Rail Vehicle Systems

- Metros
- Streetcars
- Multiple units
- High-speed trains
- Locomotives
- Passenger rail cars
- Freight cars

Commercial Vehicles

- Trucks
- Buses
- Engines
- Special vehicles

100 years of experience with braking technology



Founding and initial development Post-war period and 1905-1945

- Knorr-Bremse GmbH first set up in 1905 in Berlin by Georg Knorr
- Development of compressed air brake for freight trains enables Knorr-Bremse to become the biggest manufacturer of rail vehicle brakes in Europe
- First Knorr air brake for trucks is patented





reconstruction 1945-1985

- Confiscation of Berlin plant at end of Second World War
- Munich becomes company's new headquarters
- KE control valve becomes new UIC standard
- Entrance into the USA market with AAR DB-60 valve for rail vehicles

Expansion through concentration 1985-2013

- 1985: Heinz Hermann Thiele takes over company
- Radical restructuring and expansion strategy
- Consolidation of market by Knorr-Bremse
- Development into world's leading braking technology company

Knorr-Bremse Key Figures



Customers of the Commercial Vehicle Systems division (selection)



Requirements towards workshops are continuously increasing driving their demand for support



Alltrucks combines the technical expertise of three CV suppliers...





... to support workshops according their needs





Alltrucks offers a complete service portfolio



After start in Germany concept will be rolled-out European-wide



Start (2014)

Planned Expansion – Stage 1 (2015)

Planned Expansion – Stage 2 (2016 ff)

Knorr-Bremse reasons for participations within Alltrucks cooperation are caused within the segments Turnover, Synergies and Interaction

<u>Turnover</u>

- Further penetration of sales potential at existing Points of Sale through "pull"-effect
- Expansion of the current Points of Sales of the partners (new service center partners)

Reason for Knorr-Bremse cooperation within Alltrucks

Synergies

- Common usage of shared services in order to minimize own structures such as:
 Common parts identification catalogue, common training offering, usage of common training infrastructure, common 1st level hotline, etc.
 to minimize individual cost and investment
- Usage of common diagnostics equipment

Interaction

Direct **feedback** from Service Center partners concerning Knorr-Bremse portfolio, which can be used for **future product development** and **product service concept improvements**.



Focus on generating workshop benefits by reducing complexity



1 brand powered by three Best-in-class CV system suppliers

1 face to the customer

- 1 call solves all
- 1 click to information
- 1 diagnostic tool
- 1 training concept

Alltrucks Contact Data







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Thank you very much for your attention

