



IPAS Forum: Representatives of the Independent Automotive Aftermarket (IAM) meet in Berlin

Approximately 300 representatives of ATR's shareholders and International Preferred ATR Suppliers (IPAS) conduct around 900 conversations during the IPAS Forum in Berlin. An all-time record!

Stuttgart, 18th November 2019 – A direct exchange between 38 ATR shareholders and 34 International Preferred ATR Suppliers took place from the 12th to 14th of November in the Estrel Hotel in Berlin. ATR International AG organised the IPAS Forum for the eighth time. During these three days, almost 900 face-to-face meetings were held by a total of 300 representatives of ATR's shareholders and IPAS suppliers. The cornerstone of the IPAS Forum formed the 40 meeting cabins, where representatives of a shareholder and of an IPAS supplier got together for 35 minutes long personal discussions. Those increasing numbers are proof for the successful development of the IPAS Forum since its first launch in 2006. »It is important to us that all conversations can take place under ideal conditions and in the most efficient way. Therefore, we chose to relocate the location of the IPAS Forum from Stuttgart to Berlin, « says Wolfgang Menges, Director Purchasing/Finances of ATR International AG.

»Face-to-face meetings are irreplaceable. «

»The IPAS Forum is a unique event. In contrast to other fairs and congresses, our focus is on the personal interaction between our shareholders and the IPAS suppliers of IAM, « emphasizes Roland Dilmetz, Managing Director of ATR International AG. In times of digitization, a personal conversation still plays a major role and cannot



be replaced. Our IPAS Forum offers a very concentrated form of face-to-face meetings. «

Everyone profits from the IPAS concept

The idea of the IPAS concept is to establish a consistent IPAS supplier portfolio. In that way, product lines can be better categorized. Not only the meetings provided a perfect opportunity for exchange: the breaks in between the conversations as well as the evening program were used extensively in order to build relationships and to get to know each other.

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About ATR:

ATR was founded in 1967. At that time, five German leading trading companies of the independent automotive aftermarket joined forces to form a strong cooperation.

The ATR International AG, based in Stuttgart, was founded in 1999 and is the succession of this idea and the answer to changing societal and market structures in Europe. 39 shareholders, more than 270 companies in 63 countries, are members of the ATR International AG and generated a trading volume of 23.7 billion Euros. The member companies belong to the market leaders in their country.

You'll find more information on the web: www.atr.de.

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