

## PRESS-INFORMATION

### **No presence trade fairs in the first half of 2021**

STAHLGRUBER again replaces planned trade fairs in the first half of 2021 with online promotions

**Poing: The car parts wholesaler STAHLGRUBER, based in Poing near Munich, has again decided to replace part of its performance shows planned for 2021 with online campaigns. The current situation unfortunately does not allow for the planning of the two sales fairs in Munich (20-21 March 2021) and Leipzig (17-18 April 2021), according to a statement from Poing.**

"However, we will offer our customers a very attractive, digital alternative," promises STAHLGRUBER trade fair manager Michaela Hueber. Due to the Corona pandemic, the STAHLGRUBER Group had already cancelled all trade fairs of STAHLGRUBER and its subsidiary PV Automotive last year. "Unfortunately, the current situation also leaves us no other choice," says Hueber. "We simply have to proceed on sight here at the moment. This also includes dealing with the idea that the Corona situation is unlikely to ease significantly enough within the first half of the year." After all, face-to-face interaction between customers and key players in the IAM is essential to STAHLGRUBER's performance shows, as is touching and trying out specific products, Hueber explains. "But since we can't be sure whether all this will be possible, we have once again decided on a digital alternative. In May, we will thus once again be able to offer our customers a wide range of offers and promotions, says the fair manager.

The fact that shifting trade fairs into the virtual sector can be successful was already proven by the STAHLGRUBER Group last year with the Leistungsschau Online and PV LIVE! ON. In total, the parts wholesaler recorded over 60,000 customer logins during the digital trade fairs.

However, STAHLGRUBER is still confident about the autumn dates of the exhibitions: "We are sticking to the dates for Mannheim (02-03.10.2021)

---

and Nuremberg (13-14.11.2021) until further notice. The corresponding hygiene concepts are in our drawers, we are very hopeful for the second half of the year," says Exhibition Director Hueber.

**Kontakt** Elmar Voltz [elmar.voltz@stahlgruber.de](mailto:elmar.voltz@stahlgruber.de)  
**Datum:** 15.02.2021  
**Presseinfo:** Absage Leistungsschauen München und Leipzig  
**Zeichenanzahl:** 2.231 (inkl. Leerzeichen)  
**Zeilen:** 37