

Closer to the customer with the newly established Liebherr-Hausgeräte company in Germany

Ochsenhausen (Germany) 2019 – under the motto of “fit for the future”, the reorganisation of the sales organisation in Germany was completed at the beginning of 2019. The sales activities of the previous six dealerships and of Liebherr-Hausgeräte Ochsenhausen GmbH have been combined and merged into the newly established Liebherr-Hausgeräte Vertriebs- und Service GmbH (LHV). In taking this ground-breaking step, Liebherr-Hausgeräte is preparing itself for future, dynamic market and customer requirements.

“The company, which has been operational since 1 January 2019, gives us closer proximity to our customers and enables even stronger market and customer orientation,” says Steffen Nagel, Managing Director of the Sales & Marketing division of Liebherr-Hausgeräte GmbH. With a competent team, made up partially of new recruits, at the Liebherr-Hausgeräte Sales and Service Company based in Neu-Ulm, the refrigerator and freezer manufacturer has made a successful start, already managing to create added value, even in the first few months. “These huge changes have required a major effort from all concerned, and there are still exciting tasks to come which we will tackle and complete over the next few months with great drive and with an open mind. Our long-standing and trusted business associates, in particular, can depend on this. This is because the consistent development of added-value orientated marketing plays a key role here.”

For Liebherr as a premium brand, the focus in establishing LHV was also on enhancing the interaction with specialist trading partners. “That’s because it is only by joining forces that we can get to know our customers even better, enabling us to fulfil the highest customer expectations optimally and to offer tangible added value. For us, looking at things from the customer’s perspective is an inspiration and success factor which gives us a direct opportunity to stand out from the competition,” says Steffen Nagel.

The newly founded company’s headquarters in the Science Park in Ulm will also create an inspiring environment. The ground was broken for the 5-storey modern office

building on 22 May 2019, with completion planned for the second half of 2020. The location in Ulm and proximity to its universities and colleges offers Liebherr the very best conditions for continuing to attract highly qualified and talented individuals with ideas for today and the future. This applies equally to the digitalisation team, which will also be housed in this modern building. With these pioneering steps, Liebherr-Hausgeräte is ideally positioned to keep on inspiring its customers.

About Liebherr-Hausgeräte GmbH

Liebherr-Hausgeräte GmbH is one of eleven divisional controlling companies of the Liebherr Group. The Domestic Appliances division employs over 6,200 staff and develops and produces a wide range of high-quality fridges and freezers for the household and commercial sectors at its headquarters in Ochsenhausen (Germany) and in Lienz (Austria), Radinovo (Bulgaria), Kluang (Malaysia) and Aurangabad (India).

About the Liebherr Group

The corporate group comprises over 130 companies on all continents and employs more than 46,000 staff. Liebherr generated consolidated total sales of over €10.5 billion in 2018.

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