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press release



ORTEN at BRAU Beviale

Hall 7A, Stand 621

Comprehensive information and individual advice

At this year's BRAU Beviale ORTEN completely focuses its activities on comprehensive information and individual advice. At stand 621 in hall 7 A, the competent and highly motivated ORTEN staff will attend to all of the visitor's questions and problems in the complex sector of beverage logistics as well as mobile and open air gastronomy.

Staying abreast of changes, the ORTEN group will show at the BRAU Beviale the various possibilities of its rental company rent2trans. Rent2trans offers attractive financing, rental and leasing of ORTEN products. Also being a part of the ORTEN group, Christophorus Nutzfahrzeuge presents its offers on used commercial vehicles, an interesting alternative for the beverage logistics.

ORTEN Trailer-Innovation 2009

The ORTEN Side-Liner is another focal point of information. It just received an award at this year's international competition "Trailer Innovation 2009" at the IAA in Hanover. The award is exclusively reserved to newly developed products contributing to more safety and efficiency in road transport. The awarded products incorporate significant technical improvements resulting in customer's benefit. The Side-Liner considerably reduces the sequence time, convinces by a smooth side wall surface and minimum lateral space needed for opening and closing.

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Information on other solutions of the ORTEN product range will surely not be neglected. Cost increase at the complete chain of production obliges to develop optimized solutions for commercial vehicles: apart from the awarded ORTEN body system Side-Liner, this also applies for the successful event vehicles of ORTEN *fresh* and the body systems Topliner and SafeServer.

Open air gastronomy

ORTEN will present various vehicles for the upcoming open air season which will become even more attractive in 2009 with innovative ORTEN mobile bars. Tomorrow's design models are in production and will be ready in time!

An inventive – rather fancy – and multifunctional development of ORTEN *fresh* is the X Concept, a vehicle having an Aixam 500 chassis as basis. Equipped with an interior bar, the little runabout attracts all interest at the POS. The X Concept can approach places where standard mobile bars may not reach the spots. It is extraordinarily adaptive in shape and function, and thus also applicable for any kind of promotion purpose.

Promotion

Atypical promotion vehicles gain in importance in modern marketing. ORTEN can present various, sensational product developments for effective product and image campaigns. The sector ranges from technically most demanding 16 m semi trailers up to impressive bodies on light commercial vehicles, such as the Salesliner built for SAF axles which is towed by a 3,5 Renault master tractor.

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The personal and individual information and advice is completed by a complete range of print material. Furthermore, videos will provide a deeper insight in the ORTEN world. Further information: www.orten.com.

ORTEN

ORTEN, Bernkastel-Kues, is an ISO 9001 certified company. Thus, it meets any standards of a modern truck & trailer body manufacturer. ORTEN belongs to the so-called approved suppliers of all famous truck manufacturers.

For years, ORTEN has been passing the "audits" of all well-known European truck manufacturers and the respective "framework agreements for supplier" have been concluded. This status was preceded by strict selection procedures, the so-called "body manufacturer audit".