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**press release**



## ORTEN

### IAA exhibits in the focus of interest of important decision makers

„This year’s IAA met our expectations“. This is the conclusion of Robert E. Orten concerning the presence of ORTEN Fahrzeugbau, Bernkastel-Kues/Germany. The CEO of the South-West German full range supplier welcomed at the ORTEN stand numerous important decision makers of the beverage industry and logistic, such as CCE AG, Berlin and TRINKS, Goslar.

Among the highly interested visitors at the ORTEN stand in hall 27 were also many owners and managers of well-known forwarding agencies, such as Ludwig, Van Eupen, Gressel, Duvenbeck and Würfel. Members of the management and executive boards of Schmitz Cargobull, GEFA, and PEMA also convinced themselves of ORTENs capability. Their interest was surely mainly focussed on the exhibits Side-Liner and OpenBox C+. The ORTEN services are completed by their group companies Christophorus Nutzfahrzeuge and rent2trans which are successful in the trade of used commercial vehicles (Christophorus) and rental (rent2trans). The ORTEN group is thus a full range supplier, competent in any needs of commercial vehicles.

The television also showed interest in the ORTEN product range. For an evening broadcast that same day, the regional TV team of SWR, Mainz reported from the ORTEN stand and presented the exhibits to a nationwide audience.

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## Trailer Innovation 2009

During the IAA, ORTEN could profit from an unprecedented event: In the international competition "Trailer Innovation 2009" ORTEN was awarded the first prize for the OpenBox C+ body system and the second prize for the ORTEN Side-Liner. It is the first time in the history of this competition that body solutions of one company have been awarded the first two places in the same category. So, ORTEN's motto "Moving innovation" was again impressively proven.

"For us, the jury's decision is an incentive and gives power for further developments", said Robert E. Orten during the award ceremony to Matthias Wissmann, President of the German Association of the Automotive Industry (VDA). The invention of the Side-Liner by Hermann Schmiederer, CEO of ORTEN plant Karlsdorf, and the OpenBox C+ technology are a basis for further development and improvement of body and automotive technologies. Robert E. Orten: "Nowadays transport sector requires most modern and forward-looking systems!"

## Four exhibits

In the centre of ORTEN's IAA presentation in hall 27 were, of course, the two awarded body systems. Another Side-Liner body is part of the MAN Trucknology Roadshow which was presented in front of the MAN exposition hall 12.

Visitors at the ORTEN stand could additionally see and test the SafeServer body system, another convincing solution of ORTEN's multifarious product range.

The fourth exhibit was an event trailer in the shape of a cable car, made by ORTEN fresh.

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This special trailer turned ORTEN's participation at IAA into a particular and attractive appearance in the otherwise strictly functional exhibition hall.

**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".