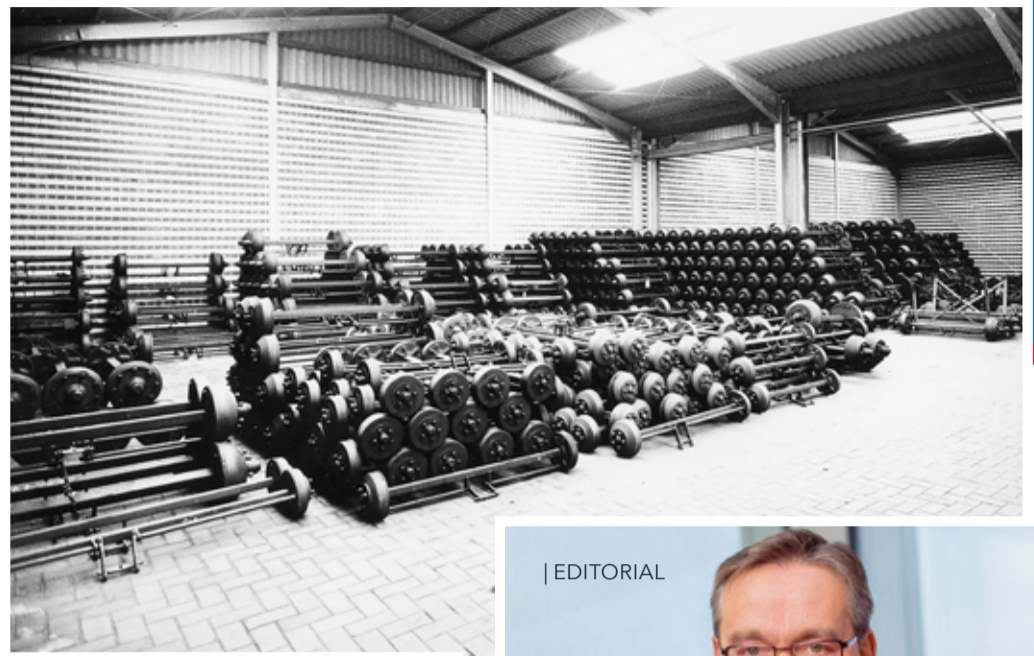


PROFIL

BOHNENKAMP AG'S CUSTOMER MAGAZINE



| EDITORIAL



Dear business partners

Exactly 70 years ago Friedel Bohnenkamp laid an important foundation stone for our company of today. We think this is a suitable occasion to look back briefly at Bohnenkamp's beginnings. And then we would like to look into the future together with you and this issue of PROFIL. Among other things, we will introduce you to our new products and their possible applications, provide you with a small insight into our IT department and invite you to our training courses.

We hope you will enjoy reading and above all: stay healthy!

Your Bohnenkamp Team

Gregor RÜth
CEO Bohnenkamp AG

| THEMES & TRENDS

70 years! A lot has changed. What is valuable has remained.

Autumn 1950. Friedel Bohnenkamp dares to take the step into self-employment and starts trading in vehicle parts. Did he have an idea of how things would develop from this decision in the coming 70 years? We don't know, but we are grateful for his pioneering spirit and attitude which we can still feel at Bohnenkamp today.

Simple resources for individual solutions

At the beginning everything was somewhat smaller. The company car - a used bicycle. The warehouse - a small garage in Osnabrück. The products - simple accessories from old military stocks and disused vehicles. The customers - small blacksmiths and entrepreneurs constructing and repairing ma-

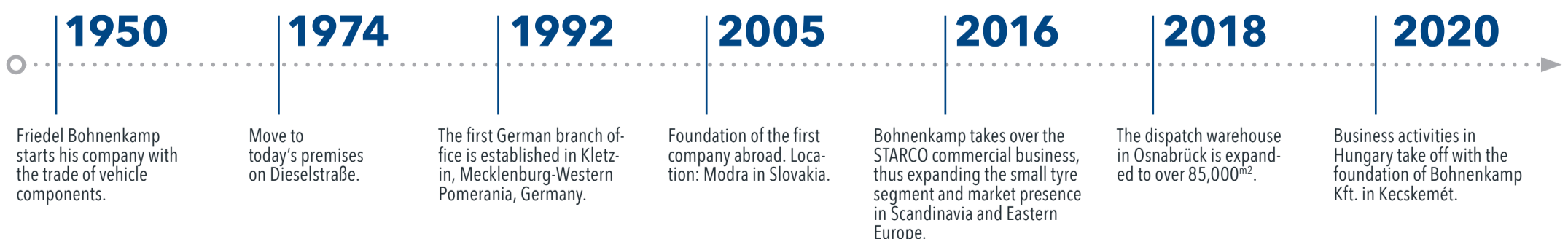
chines for local agriculture. Friedel Bohnenkamp visited and looked after them personally, found individual solutions together with them and provided them with everything they needed. Today, 70 years later, our business looks somewhat different. The backyard workshops have developed into large tyre and agricultural machinery dealers. At that time, Bohnenkamp's customers were small companies in the surrounding area, today they are renowned machine manufacturers from all over the world. The 50s bestsellers - drawbars and screws - have given way to a large number of tyres and wheels for professionals. The customer base, which used to be manageable and could be reached using pedal power, has spread all over Europe.

Still close to the customer

And much has changed in customer contact as well. Digital service offers, overnight delivery, online shop, data interfaces and a product portfolio with over 10,000 tyres, wheels, rims and additional products for every conceivable application characterise our everyday life today. This is the standard that you as a customer can expect from us. But what is left of that time gone by? These are the values that Friedel Bohnenkamp has given us on our journey. A high level of product expertise, reliability in consulting and, above all, proximity to our customers. That's what made him what he was then, and that's how we still see ourselves today. People remain our focus.

On the one hand, there are our customers with their daily challenges for whom we always want to have the right product ready. On the other hand, there are our employees, who enjoy finding the right solution and who, despite all the modern, digital possibilities, find it important to be there personally for customers and to exchange ideas with them - especially at a time when contact has decreased due to Coronavirus, but is all the more important. Friedel Bohnenkamp probably didn't imagine it that way back then, but he would most certainly be very content with the development of his company and the people behind it today.

MILESTONES



PROFIL

BOHNENKAMP AG'S CUSTOMER MAGAZINE

| LOCATIONS & VIEWPOINTS

It keeps moving - at full speed

Bohnenkamp IT is the company's engine room

Like many others, Jens Brunsen wanted to become a professional football player as a young boy, but things turned out somewhat differently. Today the 46-year-old family man is a passionate racing cyclist and head of the IT department at Bohnenkamp AG. But this job also demands many of the qualities that characterise a good footballer. Perseverance, reactivity, flexibility and particularly the ability to work in a team, because a good IT department only works well as a team. The department now has twelve employees, two of whom are in training. An all-male domain. "But that is pure coincidence", says Brunsen. "Unfortunately, female applicants are still rather rare in our profession, but are always welcome".

Trade means change

Among colleagues, the IT department is often casually referred to as the "engine room". A comparison that is not so far-fetched when you consider that without digital support, neither the PC, telephone, online shop, warehouse management system nor shipping would work.

Just like all other business departments, IT is driven by our customers' issues and the desire to always provide the right solution. "Trade means change", they say. This also means the IT specialists need to react quickly and reliably towards market changes and customer requirements because almost everything we do for our customers involves IT. The demands and responsibilities are correspondingly high, especially during the Coronavirus situation and recent lockdowns.

From zero to one hundred

Because when the Coronavirus pandemic reached the country in the springtime, IT was in particular demand as a problem solver. Almost overnight, work areas were isolated and mobile working was made possible for about half of the office staff. "Although we are used to moving at a fast pace and reacting immediately to changes, this exceptional situation was a real challenge for us too. Sometimes we had to resort to unusual means. For example, to enable all colleagues to work on the move, to con-

nect them to the video conferencing system and to maintain personal communication as well as possible, we bought up all available webcams in the larger markets in the region", Brunsen recalls.

Helpers in the background

"The pandemic left us no time for long tests and deliberations. We had to do a lot of things without a safety net, but it worked out fantastically thanks to a great team effort in the IT department and the company as a whole", says Brunsen. In less than four

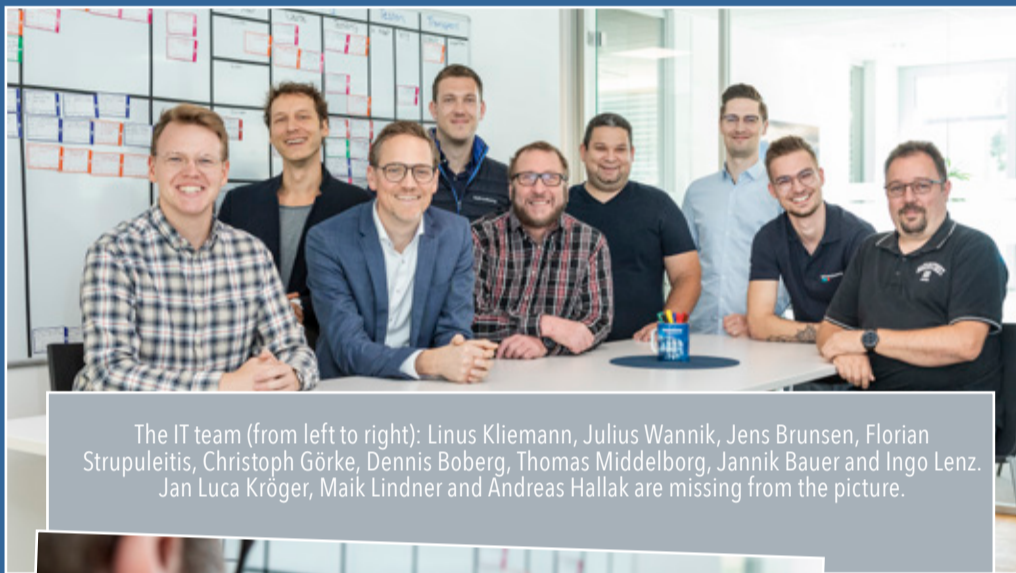
days everything was set up for everyone: software, hardware, video conferencing tools, instructions, training, hotline and personal support. Our customers probably didn't notice much of this, apart from the missing contact with our on-site field service. "That's the way it should be, because we see ourselves as helpers in the background. You can feel our performance, but you can't see it - just like in an engine room", says the IT manager, summarising the department's claim and effect.

Boon and bane

In the meantime, the team is back in its usual routine and, as always, is making sure that business operations are running smoothly. And that alone is a challenge - even without a pandemic. The customer relationship management system (CRM) for the process optimisation of sales, the warehouse management system for better logistics processes and product information management (PIM) are just a few of the projects that the engine room has successfully launched for this purpose. Our purchasing decisions, sales campaigns and marketing measures are usually based on the systematic analyses of our IT. To this end, huge amounts of data are moved daily and countless evaluations are carried out. "IT is often cursed in companies because something is not working or is running too slowly. This is of course no different with us. But we take it sportingly, as long as we keep hearing that we in IT solved it perfectly", Brunsen sums up.



All current processes are displayed at a glance on large monitors.



The IT team (from left to right): Linus Kliemann, Julius Wannik, Jens Brunsen, Florian Strupuleitis, Christoph Görke, Dennis Boberg, Thomas Middelborg, Jannik Bauer and Ingo Lenz. Jan Luca Kröger, Maik Lindner and Andreas Hallak are missing from the picture.



Analogue representation of the individual projects, clearly arranged on the project wall.

IT in figures

In Bohnenkamp's IT, not only are huge amounts of data moved and systematic market analyses carried out, but everyday processes such as incoming emails and telephone calls are also recorded. In one fiscal year, that adds up to a lot. For example:

Around **430,000 telephone calls** with a total of **880,000 call minutes** are made per year.

That would be a single ongoing conversation of more than a year and a half in duration.

Over **700,000 incoming e-mails** are put through. A lot is first recognised as spam and filtered out.

Approx. **2,500 helpdesk calls** are processed by the IT department on an annual basis.

| TECHNOLOGY & TIPS

New start at a distance

The Bohnenkamp Training Centre provides training in all aspects of tyres and wheels



A Coronavirus-related break!

Unfortunately, no training sessions could be held at the BTC in the past few months as a result of the Coronavirus pandemic. Health comes first and therefore the training rooms remained temporarily closed. But luckily, we were able to make a new start in September. Keeping a distance and with a detailed hygiene concept, the first three groups went through the training courses on "Tyres and wheels in agriculture" and "Basic training - tyre fitting in agriculture". A complete success, as all participants confirmed afterwards.

The BTC

Together with partners such as the "Bundesverband Reifenhandel und Vulkaniseurhandwerk (BRV - German Tyre Retail and Vulcanisation Trade Association)" and the "Landbautechnik Akademie (Agricultural Technology Academy)", we have been offering specialist training courses at the BTC on all aspects of tyres and wheels in professional use since 2018. They are aimed at participants from the tyre trade, agricultural machinery trade and vehicle construction. In terms of content, we focus on a combination of theoretical basic knowledge and practical application. The speakers are experts from manufacturers, dealers and public institutions as well as our Bohnenkamp consultants. In this way we guarantee comprehensive and multifaceted training.



Bohnenkamp Training Center



We decide on the implementation of our training sessions individually on the basis of the current Coronavirus situation.

We will keep you up to date at www.bohnenkamp.de/service/individuelle-trainings



| BRANDS & MARKETS

Successful start with

SAILUN REIFEN



good quality at a fair price

Since March 2020, we have been expanding our extensive range of products for the truck and transport sector to include the products from the Sailun Tyres brand. We offer you the complete Sailun range, including 15 treads in 60 different sizes for building sites, regional and long-distance transport, trailers and various products with 3PMSF identification.

Added value for customers

Thomas Pott, general sales manager, explains the brand growth: "The Sailun brand suits us very well. The manufacturer offers a qualitatively solid and diversified product portfolio at a fair price. Sailun thus optimally complements our range of products and represents a real added value for our customers who expect simple to sophisticated tyre and wheel solutions from us. Furthermore, we have found a partner who, just like us, is committed to the highest quality and reliability. The company is in a position to react quickly and flexibly to newly emerging developments".

Professional exchange

We are in close and regular contact with Sailun. The very short communication channels allow for an intensive exchange. Sailun provides us with all necessary product information and we in turn return the customer's feedback to Sailun. In this way, the experience and knowledge gained can be taken into account in future developments.

The course is set

Andy Wilmsmeier, Business Development Manager DACH and Benelux Sailun, added: "We develop and



Andy Wilmsmeier, Business Development Manager DACH and Benelux region at Sailun, and Bohnenkamp's general sales manager Thomas Pott (right) have set the course for a successful future.

produce tyres for the needs and demands of our customers. And Bohnenkamp is our first choice for distribution because it is an extremely professional company. The initial results show that both companies benefit from the close cooperation. We look forward to future developments with great anticipation".



About Sailun:

- founded in 2002
- around 33 million car and truck tyres and around 5.8 million light truck tyres sold annually in more than 100 countries worldwide
- 600,000 m² production area in China and Vietnam
- has been in Germany for eight years
- one of the top 20 manufacturers worldwide
- invests around 30 percent of resources in research and development every year
- 6 years' warranty
- De minimis subsidised
- Quality management according to ISO 9001 and TS 16949 certification
- has achieved standards in ISO 14001 environmental management, occupational health and safety systems
- Sailun products are tested and approved according to the criteria of DOT, ECE, GCC, The Smartway Program, INMETRO, SIRIM and SONCAP

SDR1 TÜV ZERTIFIZIERT



Tyres with TÜV technical certification

Sailun SDR1 is a truck tyre for the drive axle for local and regional use. It has consistently achieved top scores in technical certification by TÜV Süd. TÜV Süd certifies that the tyre has a demonstrably shorter braking distance on wet surfaces and a lower rolling resistance. This reduces fuel consumption. At the same time, it has lower noise emissions than required by the EU standard. In addition, the SDR1 has significantly exceeded the required EU standard limits in the reliability endurance test.

| BRANDS & MARKETS

Shining appearance of

A real eye-catcher in economic terms too

The track record in long-distance driver Wolfgang Vaak's rear-view mirror is truly impressive: hundreds of quarries, gravel pits, landfills and more than five and a half million kilometres of country roads and highways in between. We can assume that the 65-year-old knows what he's talking about. Every day, the truck driver covers around 500 kilometres, transporting Weser and Rhine gravel, crushed stone and split, scrap metal and other bulk goods to destinations in Germany, the Netherlands, Belgium and France.

For almost a year now, the US brand Accuride's aluminium rims have been shining on his vehicle. And he is enthusiastic because they defy dusty tracks and the aggressive road salt season, allow a higher payload, save fuel and can be cleaned in no time at all.

Good prospects: less fuel consumption, more payload

We meet Wolfgang Vaak at the loading station in the Wilhelm Reese gravel works in Rinteln, Germany. While the conveyor belt high above us pours cubic meter after cubic meter of rock into the trough, the experienced long-distance driver calculates: "Thanks to the rims' lighter weight we can load between 200 and 300 kilograms more". And when driving empty, Alois Wilken GmbH's trucks save expensive fuel on each trip. Vaak's eyes really start to light up when he takes a look at the patented Accushield coating on the rims. "Normal truck wash, rinse with a steam jet, and the rims shine like new. A particularly attractive aspect in addition to the rims' economic advantages".



Robust tyres:

Windpower tread patterns for demanding customers

Logistics entrepreneur Alois Wilken relies on Windpower tyres to cope with the challenging terrain. The economical WSR 36 Windpower summer tyres are at the front of the tractor, while the drive axle has a somewhat more robust tread pattern with the WDR 37. The tipper trailer is equipped with three pairs of WTR 69+ trailer tyres. In this way, Vaak manoeuvres his 40-tonne vehicle safely over winding roads and abrasive gravel. "You can't get anything done with normal road tyres here. The tread has to be a bit rougher", Vaak particularly praises the high-traction WDR 37.

If the Windpower brand delivers on its quality promise, which we expect it will, the tyres will retire at the earliest together with truck driver Vaak. Until then, there are just under 100,000 kilometres and a good year to go. The rims will still shine even then.



Wolfgang Vaak has been driving for the forwarding agency Alois Wilken for 15 years. The logistics specialist's customer base includes construction companies, concrete plants and the steel industry.



Lightweight: the Accuride alloy wheels' low mass also protects the adjacent vehicle technology, axles and suspension.

| LOCATIONS & VIEWPOINTS

Bohnenkamp subsidiaries in view

More customer proximity and storage capacities in Benelux, Hungary and Slovakia

A change of location in the Netherlands, a new Hungarian subsidiary and a larger dispatch warehouse in Slovakia set a clear signal in Bohnenkamp's international appearance for even closer customer proximity and smarter logistics.

Benelux with new larger location

Punctually on 1 October, our Dutch colleagues moved from Veenendaal to Soesterberg - between Utrecht and Amersfoort, some 30 kilometres to the north-west. The 30-strong team now works with new logistics and more efficient warehouse management there. Above all, however, there is significantly more space available. "On almost 25,000 square meters, we now have enough space for our future plans, more products and even better service", Bohnenkamp-Benelux Managing Director, Hans Helms, is pleased to say.



On site in Hungary

The Bohnenkamp South Eastern Group has also invested in the future. With the newly founded company Bohnenkamp Kft. in Kecskemét near Budapest, Bohnenkamp moves closer to its Hungarian customers and strengthens Bohnenkamp logistics in Eastern Europe. Construction work is still underway on site, but the young sales subsidiary will start operations at the beginning of the 4th quarter.



Slovakia doubled

Bohnenkamp International s.r.o., based in Modra, Slovakia, is the central distribution and logistics centre for the Eastern European region. It was already founded in 2005 as Bohnenkamp's first foreign subsidiary. In order to be able to always meet the increasing demand for our products quickly and reliably, we have almost doubled the storage capacity on site from the previous 7,300 m² to 15,000 m².



| TECHNOLOGY & TIPS

Black Gold for ATV The KENDA K299 Bearclaw does everything you need and looks cool too

Gunar Drescher, owner of the motor vehicle workshop gPARTz and tuning specialist, is an enthusiastic quad fan and a convinced supporter of KENDA tyres. He calls it the black gold for ATV: "The quality they offer costs easily a third more with other manufacturers". And the sports enthusiast has impressively demonstrated this quality to us with all his skills ... on tour with his Arctic Cat in knee-deep ponds, on sandy plains, clayey slopes and metre-high embankments.

The name says it all

The scene is a disused gravel pit. With a set of ATV tyres of type KENDA K299 Bearclaw, and 52 HP under the bonnet, Gunar Drescher sprints up the first

steep hill effortlessly. In his opinion, this ATV tyre cannot be beaten off-road. On a sandy open-air area, the tyre demonstrates the power transmission it can achieve even on extremely loose ground. The tread throws the sand metres high as Drescher revs up his Arctic Cat and forces it into tight corners at high speed. But speed is not everything! With low tyre pressure, the KENDA Bearclaw can also be driven very slowly and in a controlled manner. "With a little run-up, I can always get up anywhere. But if the track is curvy and twisty, I need a tyre with

lots of grip", explains the ATV specialist. For this reason, Bearclaw is his absolute favourite tyre for the trial. "It manages everything and looks cool at the same time."

A permanent fixture in the range

Drescher does not like to compromise and has therefore tested countless tyres. His conclusion: "The K299 Bearclaw has proven to be the best all-rounder for the terrain". Stefan Pahnke can only confirm the high popularity of the model. The key account manager for Kommunal & Power-sport, Bohnenkamp's Lüneburg sales office also

looks after Gunar Drescher. "Bearclaw, in particular, demonstrates the high technical maturity of the Taiwanese", explains the salesman. The tread profile is quite rightly a permanent fixture in the KENDA range.



90 percent of buyers who have tried KENDA will later choose one of the high-performance brands again.



The Bearclaw is the first choice for off-road use, but it is also extremely stable and surprisingly smooth on the road, even at high speeds of around 80 km/h





NEW IN OUR RANGE

ROUND SOLUTIONS FOR EVERY APPLICATION

Carlisle: strong partner with a very good reputation

We have been working successfully with the US tyre manufacturer Carlisle for more than ten years in Europe. We have now further strengthened this trusting relationship with an exclusive partner agreement. The products for lawn mower tractors, municipal tractors and All-Terrain Vehicles (ATV) are now available in Germany, Austria and Switzerland exclusively through us.

Thomas Pott, Bohnenkamp's general sales manager, is pleased about the trust Carlisle has placed in us and the high-quality portfolio of the brand: "The traditional US tyre brand's products represent convincing quality and are appreciated by leading vehicle manufacturers in this country - also thanks to an exemplary price-performance ratio". The US tyre brand has a very good reputation, especially in the market segments lawn and garden, ATV/UTV, trailer/dumper, agriculture and construction and industry.



Download the brochure now!



BK TUBE Masterline new tubes for maximum performance

We have now added the tube brand BK Tube Masterline to our product range. Highly elastic, with greater wall thickness and easy handling, our portfolio has been expanded with a strong premium brand for professional use.

They cope with the stress caused by changing pressures. With these characteristics, the BK Tube Masterline tubes are also ideally suited for the latest generation of tyres.

The up to 18 percent thicker tubes made of butyl rubber are significantly more durable and offer maximum protection against punctures. In addition, the tube material is characterised by maximum elasticity. This way, the tubes can easily

Some tube sizes cover several tyre sizes as a combination tube; and many versions of the BK Tube Masterline are suitable for water filling. Dealers and workshops will quickly appreciate the easy and safe handling of BK Tube Masterline products. The tubes are individually packaged to protect the goods from transport damage and to simplify storage.



Download the brochure now!



BKT RM 500: strong for the harvest

Now new in our range: the BKT RM 500. The radial tyre is specially designed to meet the requirements of harvesters. Featuring a sturdy carcass and special tread pattern, this tyre offers outstanding traction. This gives it a high load-bearing capacity and special cut and tear resistance.

Its wide contact area ensures optimum distribution of ground pressure and thus low soil compaction. The BKT RM 500 is available in the sizes 500/80 R 28 and 500/85 R 30. With a load speed index of 164 A8 (drive axle) and 176 A8 (non-drive axle), both tyre sizes allow identical load capacities of 5 and 7.1 tonnes respectively at speeds of up to 40 km/h.



More details about the BKT RM 500 online



Bohnenkamp
Moving Professionals



NEW IN OUR RANGE

ROUND SOLUTIONS FOR EVERY APPLICATION

Alliance AGRI STAR II: Tyres in shift work

The AGRI STAR II radial tyre is the new workhorse for Alliance large tractors. With its Stratified Layer Technology (SLT - multi-layer technology), it sets new standards in terms of traction and durability. While the traction of other tyres diminishes with increasing service life, the SLT keeps the AGRI STAR II in shape permanently. Each lug has two levels, each with its own tread. As soon as the cover layer has been removed after around 40 percent tread wear, the second level lugs become effective. The modified geometry provides fresh traction for the rest of its

service life - "as if it were a completely new tyre", manufacturer Alliance describes the self-rejuvenating properties of the Alliance AGRI STAR II. The higher rubber volume in the centre of the tyre and the improved stiffness, combined with the special design of the lugs, ensure high comfort, impressive stability and grip on the road. The wide shoulders of the tyres protect the soil and the plants.

"With the AGRI STAR II, Alliance has developed a product that sets standards. The tyre is closely geared to the requirements and wishes of farmers and dealers and offers the right solutions", says Heiko Holthaus, head of the agricultural division.

We have the Alliance AGRI STAR II in 76 different sizes of the 70 and 85 series in stock for you.



Download the brochure now!

BKT EM 936 Super: Gap closure with wide shoulders

With the BKT EM 936 in the Super Version, we have a tyre for mobile excavators in our product range that provides improved stability with a steeper sidewall and wider shoulders. The new shape narrows the gap for twin tyres and offers a tread that is around ten percent wider.

The stone and dirt-prone gap between the wheels caused by the spacer ring is visibly reduced by the significantly steeper sidewall and wider shoulders. In the "Super" version, the

proven strengths of the EM 936 base model are even more pronounced. It is a robust tyre for mobile excavators with excellent self-cleaning properties, ensuring traction and stability even under the toughest operating conditions. Even on the road, the new BKT product's tread is impressive with remarkable driving comfort. The BKT EM 936 Super's increased tread area also reduces wear and tear in tough practical use compared to the standard model.

The BKT EM 936 Super is available in size 10.00-20 exclusively at Bohnenkamp.



Download the brochure now!

ONYX: Summer, winter and all-season tyres

Bohnenkamp has been successful with the light truck and van tyres from Onyx in both Germany and Central Europe. You can now access 4 treads and 50 different sizes of the brand for light trucks, vans and car trailers in our Bohnenkamp shop. The product range extends from summer to all-season tyres through to proven winter tyres.

"We have already carried out practical tests in Switzerland in winter conditions in 2017 and experienced the 3PMSF-certified light truck tyres in tough continuous use. In terms of quality and reliability, Onyx can certainly rival higher priced

branded products." Almost all applications can be served with the ONYX range", sums up Mark Sobiech, key account manager OEM Truck & Trailer.

Thanks to the convincing properties of the winter and all-season tyres, we have decided to extend the range with two new summer tyre tread profiles (NY-05/NY-06) in 22 sizes. Many customers from the truck and transport segment as well as distribution logistics now swear by the solid tyres. But users in the agricultural sector have also discovered the brand. In addition to Onyx tyres, we stock the matching brand rims and ready-mounted light truck wheels with Onyx tyres in all standard sizes.



Download the brochure now!

