

Construction begins for new Wunderlich corporate headquarters

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The signs point to innovation!



The new corporate headquarters of Wunderlich GmbH in the Rheinland Innovation Park in Graftschaff Ringen.

Graftschaff-Ringen. In the middle of October 2017, the groundwork began for the new corporate headquarters of Wunderlich GmbH. Wunderlich, the leading global supplier for high-quality BMW motorcycle accessories, is relocating its company base from Sinzig am Rhein to Graftschaff Ringen in the Rheinland Innovation Park where countless innovative companies and HARIBO are already based.

Despite all the efforts of the town of Sinzig, the company found no opportunities for further growth at its current location and was thus forced to take a new direction. The transport connections to the Rheinland Innovation Park are excellent and the Graftschaff municipality has made every effort that the home-bound company has one again found a new home in the Ahrweiler area.

The company founded in 1985 by owner and managing director, Erich Wunderlich, has established an excellent reputation in the motorcycle industry with its innovative, high-quality products for BMW motorcycles and currently employs 60 employees, of which 21 are engineers, technicians and masters. Erich Wunderlich: "In our company, all departments from development and product management through purchasing, materials management, production, quality management, sales, customer service, logistics, marketing all the way to the flagship store are networked with short pathways. Our organisational structure is thus streamlined and efficient. Our employees are another success factor, who share the passion for riding motorcycles with our demanding customers practically without exception so that they are

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characterised by a high level of identification with the company and our products. And our customers can feel that." "Additionally, in Grafschaft Ringen", says second managing director Frank Hoffmann, "there's also the excellent position in relation to the Nürburgring, where we've already put many new products through thorough and demanding tests in the past before we added them to our portfolio, which comprises over 3,000 products". Hoffmann, himself an experienced race biker, has established a small race department in the past year that has already successfully partaken in the Pikes Peak Race in the USA and scored both a class victory and finally a championship in the Long Distance Cup at the Nürburgring. "The passion, commitment and happiness of our employees is an eminently critical factor for the company and one reason to train young people up in our various departments! More than that, we also support internships and bachelor as well as masters degrees." "Our success is based on our technological innovativeness, on our customer focus and on our international outlook. It also reflects our stance of being and remaining grounded. We value sustainability over making a quick euro. We believe in the value of what we do and in what we produce. The satisfied, long-term, customer is more important to us than quick turnover" adds Erich Wunder-

lich.

The investment costs total around €6 mil. This means that the conditions are also set for the future growth of the company. The laying of the foundations for the Wunderlich GmbH corporate headquarters will take place later this year. The move-in date is planned for the turn of the year 2018/19.

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