

Press release

## **Thomas Purschke takes over sales management in Scandinavia and the United Kingdom**

**Burtenbach, 27. November 2017**

- **New Sales Director for Norway, Sweden, Finland, Denmark and the United Kingdom**

**Thomas Purschke, 50, has been supporting Kögel as Sales Director for Norway, Sweden, Finland, Denmark and the United Kingdom since October this year. In this function, he will, among other things, promote the sales of new Kögel vehicles and enhance collaboration with dealers in these countries. Establishing and intensifying sales in connection with Kögel services such as financing, hire purchase, leasing, full service and telematics in Scandinavia and the United Kingdom will be a further focus of his activities at Kögel. Kögel will thus be implementing its new regional structure in Northern Europe. Thomas Purschke will be reporting directly to the Managing Director of Sales.**

Mr Purschke is a business management graduate (university of applied sciences) and has many years of experience in new customer acquisition, as well as customer and sales support in national and international environments. He is very familiar with the commercial vehicle sector, particularly semi-trailers, and has spent the last 17 years in responsible positions with well-known trailer manufacturers. In his career thus far, Mr Purschke has acquired comprehensive market knowledge, particularly in Scandinavia and the UK. He intends to make comprehensive use of this knowledge in his new position at Kögel.

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"Thomas Purschke is the best appointment for this position, due to his specialised knowledge and his sales competence, as well as his market knowledge," said Ulrich Humbaur, owner of Kögel. "This support in Scandinavia and the UK allows us to provide Kögel customers with an experienced contact person and to strengthen the growth dynamics in these areas."

Potential Kögel customers in these countries are free to contact Mr Thomas Purschke directly and immediately:

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Photo: Thomas Purschke, Sales Director for Scandinavia and UK at Kögel

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Kögel is one of the leading trailer manufacturers in Europe. Since it was established in 1934, the company has manufactured more than 550,000 trailers. With its commercial vehicles and solutions for freight-forwarding companies and the construction industry, the company has been providing 'Made in Germany' engineering quality for more than 80 years. During this period, it has maintained its passion for transport and innovation, enabling it to offer proven, long-lasting added value to freight-forwarding companies. The company headquarters and main production facility of Kögel Trailer GmbH & Co. KG are located in the

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Bavarian town of Burtenbach. Kögel also has factories and offices in Ulm (Germany), Duingen (Germany), Chocen (Czech Republic), Verona (Italy), Zwolle (Netherlands) and Moscow (Russia).

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