

Mahindra Forgings Europe AG achieves successful fair attendance at the IAA Commercial Vehicles 2008 in Hannover, Germany

Mahindra Systech Sector's European arm, Mahindra Forgings Europe AG, presented a wide range of products and services at the prestigious IAA Commercial Vehicles in Hannover. Over 1,200 exhibitors attended the most important truck fair in the world that was held in last year.

MFE received a very positive feedback from important & prospective customers during the fair. A strategic dialogue was also accomplished with decision makers in Design & Development as well as Purchase functions. In cooperation with the Systech Sector, the group presented a wide range of parts in the area of chassis, steering, axle, engine, coupling and drive systems, gearbox and bodywork. Special emphasis was paid to a fully machined front axle beam with assembled levers with a total weight of more than 120 kg. Other products that were part of the variety included steering knuckle, stub axle, driver's cabin stabilizing unit, camshaft, piston, mudguard support, pitman arm and draw bar eye.

"Evidently, our customers expected us to be there" said Frank Krueger who is the Deputy Sales Manager of Schoeneweiss GmbH. Located in Hagen, the group company of MFE AG has regularly attended the IAA truck fair 10 years in a row. The representation of the entire Systech Sector with MFE received a great response from our customers. It also led to the profitable exchange of discussions with sales people, technicians, engineers and other representatives of MFE AG and provided a deep insight in to the range of products, services and competencies of the group.