

# PRESS INFORMATION

**Date June 17, 2024**

## **AHEAD Automotive announces significant enhancements to its proPoints loyalty program with new MANN-FILTER partnership**

*Hamburg, Germany – June 17, 2024 – AHEAD Automotive GmbH, a pioneer in the digitalization of the automotive aftermarket, proudly announces exciting new additions to its renowned loyalty program, proPoints. The program is designed to reward the loyalty of automotive garages and increase customer satisfaction.*

### **Expanded range and new partner MANN+HUMMEL**

proPoints has significantly expanded its range to offer automotive garages advantages when purchasing premium products. Thanks to collaboration with leading automotive suppliers Clarios, HELLA, Niterra and ZF, with a total of 9 product brands, the expanded range now covers more than 75% of the vehicle parts and spare parts that automotive garages need on a daily basis.

One special highlight is the inclusion of MANN+HUMMEL and its entire MANN-FILTER range in the proPoints loyalty program. This partnership gives automotive garages the opportunity to collect points even faster with the expanded offer and to order first-class rewards free of charge. As Bastian Mertens, Chief Marketing Officer of AHEAD Automotive GmbH, explains: “These partnerships with the premium brands in the automotive aftermarket are an important key to being able to offer garages an appealing program and to make them even more attractive overall.”

### **MANN-FILTER introductory offer for new and existing customers**

To celebrate the significant expansion of this loyalty program, an attractive introductory offer is being launched. In June, participating automotive garages will receive an additional 100 bonus points when purchasing MANN-FILTER products. In July, double points will be awarded for every purchase from the many products offered by MANN-FILTER.

### **Advantages of participating in the proPoints program**

There are numerous benefits for automotive garages that participate in the proPoints loyalty program. For example, they can collect valuable points that can be exchanged for first-class rewards free of charge.

Automotive garages that participate in proPoints can simply register online and start collecting points automatically with every purchase of spare parts from the partner brands HELLA, HELLA Pagid, LEMFÖRDER, MANN-FILTER, NGK, NTK, SACHS, TRW, VARTA and ZF through participating wholesalers.

For more information, please visit [www.proPoints.com](http://www.proPoints.com)

### **About AHEAD Automotive GmbH**

Founded in May 2023, AHEAD Automotive GmbH is positioning itself as a pioneer in the digitalization of the automotive aftermarket. With a strong commitment to innovative digital technologies and solutions, the company offers sustainable approaches that meet the changing needs of the industry. Back in August 2023, AHEAD already adopted the established proPoints loyalty program of its four shareholders Clarios, HELLA, Niterra and ZF and seamlessly integrated it into its product portfolio. AHEAD Automotive stands out not only because of its proPoints program but also because of its advanced digital and intelligent solutions that give automotive garages what they need to increase their operational efficiency and improve their competitive edge. Through these innovative technologies, AHEAD Automotive continues to consolidate its role as a technological trendsetter in the automotive aftermarket.

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