

MESSRING strengthens global sales

Japan, Korea and Italy - The world market leader for crash test systems is expanding its sales network with three international sales representatives

Munich, Jan. 23rd, 2020 - With ISSOFT Co. (South Korea), MILEXIA ITALIA SpA (Italy) and NAC Image Technology, Inc. (Japan), the German crash and sled system expert welcomes three new sales partners to its international network. With this strategic enhancement in relevant markets, MESSRING sets the course for continued best customer service and business initiation around the globe. In close coordination with the own sales department, the new representatives will act as the first contact for all inquiries regarding test solutions for active and passive safety systems in their markets.

"The safety of road users is a global issue. We want to use our experience and knowledge to support the mobility industry worldwide in continuously improving it," says Wolfgang Rohleder, Head of Sales at MESSRING, and continues: "The cooperation with national sales representatives helps us to have an even greater presence in the countries and to promote our portfolio. The three new representatives share our enthusiasm for technology as well as focus on high-quality products and solutions required for passive and active safety technologies. We are excited about the future cooperation".

With the expansion to Japan, Korea and Italy, MESSRING's worldwide network now covers a total of eleven countries. From the concept and design phase to installation, maintenance and upgrading, the partners offer support and interface functions throughout the entire project for local car manufacturers, crash test facility operators and research institutes.

Short portraits of the new sales representatives:

ISSOFT Co Ltd - Korea

In addition to its crash test expertise, ISSOFT also offers know-how in the areas of 3D scanning and automated measurement solutions. ISSOFT is committed to product and technology leadership and places the highest value on customer satisfaction and high service quality. - www.is-soft.co.kr

MILEXIA ITALIA SpA - Italy

Milexia has been in business since 1974 as a high-tech sales agency in Italy and Greece. With a good knowledge of active and passive safety systems and a strong presence in automotive market Milexia team provides professional customer service and technical support. - www.milexia.it

nac Image Technology Inc. - Japan

nac Image Technology is a world leader in the development and production of advanced imaging and motion analysis systems, such as high-speed cameras. The systems are also used in crash tests and nac has excellent connections and knowledge in crash testing industry - www.nacinc.jp

Images:



Wolfgang Rohleder, Head of Sales (MESSRING) welcomes Alex Kim (ISSOFT) - © MESSRING GmbH



Wolfgang Rohleder, Head of Sales (MESSRING) welcomes Marzia Bonfanti (Milexia) - © MESSRING GmbH



Wolfgang Rohleder, Head of Sales (MESSRING) welcomes Hiro Enomoto and Akihiro Kobayashi (both nac) © MESSRING GmbH

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About MESSRING:

MESSRING GmbH is the world market leader for crash test technology. Innovative products and specialized expertise are the foundation of MESSRING's long-standing success. Based in the southwest of Munich, the mid-sized company's product offerings range from the realization of large, turnkey and multifunctional crash test facilities to the delivery of compact crash simulation test systems. In close cooperation with automotive engineers and manufacturers, MESSRING develops application specific solutions that enable the automotive industry to test their active and passive vehicle safety systems. With more than 130 employees and over 120 crash and sled test facilities installed worldwide, MESSRING has been contributing to making traffic and transportation safer for over 50 years.

As a pioneer in the field of passive safety, MESSRING has set itself the goal of also playing a leading role in active safety. For this reason, MESSRING Active Safety GmbH was founded in 2018, whose core competence is in the development of test systems for driver assistance systems and autonomous vehicles.

Further information can be found at www.messring.de.

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