

## **FIRST BRANDS GROUP TO ATTEND AUTOMECHANIKA FRANKFURT 2024**

First Brands Group are pleased to announce their attendance at Automechanika Frankfurt 2024. The company will show case all their products and brands in Europe during the show that is taking place at Messe Frankfurt from 10<sup>th</sup> of September to 14<sup>th</sup> of September 2024 and can be found in Hall 3.0 on stand D71.

As First Brands Group is continuing to make substantial investments across their European manufacturing sites to expand their footprint in Europe, Automechanika will present a great opportunity to connect with existing and new customers alike.

The attending sales team is excited to also introduce and represent Westfalia Automotive and Witter Towbars with their towbar product innovations and bike carrier portfolio which have been added to the group since the last edition in 2022. Visitors will, of course, also be able to find extensive information on Airtex Pumps, Autolite Ignition Parts, and TRICO Wipers.

Lastly, the organisation is proud to introduce a new Wiper product program: FORCE+. The new range will complement all existing ranges such as TRICO Flex, TRICO Rear, or TRICO ExactFit and will now also be produced in Europe together with other ranges for the European Car Park.

The entire team is looking forward to welcoming customers, suppliers, and members of the press in Frankfurt soon.

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