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SONAX press release, Automechanika Dubai 2025

75 Years of SONAX: Tradition Born from Passion

In 2025, the Neuburg-based car care specialist SONAX celebrated its 75th anniversary. The first products under the SONAX brand name hit the market in 1950. Since then, the brand has become synonymous with premium car care products like no other. SONAX is currently shaping the next chapter of its success story with pioneering expansion activities, young talents across all business areas, and a continuously evolving brand philosophy.

"We are very proud of the successful history of our corporate group, which my great-grandfather founded and which my grandfather and father developed further with creativity and dedication. However, our focus is clearly on the future – on the fans and customers of today and tomorrow," emphasizes Manfred Hoffmann, managing partner of SONAX GmbH. "The foundations for the future have been laid. With our expertise, modern brand presence, and high-performance infrastructure in research, development, production, and logistics, we are

well-positioned for continued competitiveness and growth in the years ahead."

The Engine of Success: Expertise and Innovative Products

The driving force behind SONAX's success is the comprehensive expertise that powers its robust product portfolio. This includes unique innovations in paint care, manual interior and exterior vehicle cleaning, winter products, and the "Bike" and "Caravan" product lines. Additionally, SONAX offers a proven range of products for commercial vehicle care, car wash applications, professional detailing services, and various industrial uses, making it one of the most versatile umbrella brands in the market today.

A Premium Brand for Car Care

On May 11, 1949, the SONAX brand was registered and legally protected. Since then, it has grown into a global brand with revenues exceeding 160 million euros in 2024. SONAX products are available throughout Europe and on every continent – in a total of 110 countries.

Since the mid-1980s, the company has strategically positioned SONAX as an international premium brand for car care, featuring its now-iconic red-lettered logo. The product range has been continuously expanded and improved. Its memorable branding, advertising, and motorsport sponsorships – including partnerships in Formula 1 – have significantly enhanced its global reputation.

"Made in Germany" – Focused on Growth

The remarkable history behind the red-lettered logo is now accompanied by extensive expansion activities. The spacious, state-of-the-art reception and administrative building at the company's headquarters, complete with facilities for vehicle detailing, has become a flagship for the brand. A modern Application Technology Center was also constructed to support ongoing research and development efforts.

With investments in the high double-digit million range, the production and logistics capacities at the Neuburg headquarters are being significantly expanded step by step. A major logistics center was also recently

commissioned in the nearby town of Oberhausen. Additionally, the company is pursuing an ambitious growth strategy with the construction of a second production facility, while making significant strides in sustainability and digitalization.

Bright Times ahead

Behind these ambitious goals, says Manfred Hoffmann, is a strong team of highly qualified and motivated employees: "Many young talents bring fresh and exciting ideas to marketing, research & development, and other areas of the company. Together with our experienced colleagues, we are writing the next chapter of SONAX's success story."

"I am very proud of how dynamic and confident SONAX is in celebrating its 75th anniversary – with enthusiasm and a modern, future-oriented brand presence. This perfectly embodies our guiding principle: 'Ready for whatever comes next.'"

The company’s youthful and vibrant brand presence, along with its distinctive product design, ensures high visibility across various product categories. While the

familiar brand continues to enjoy high regard among loyal customers, it also captivates new and younger audiences through creativity, expertise, and active engagement across all media platforms. These audiences share a passion for vehicle care and value retention.

Captures:

(SX_TOWER_80er.jpg): In the mid-1980s, SONAX began strategically positioning the brand, with its current red-lettered logo, as a premium umbrella brand for car care.

(SONAX_Headquarter.jpg): Since 2008, SONAX's headquarters in Neuburg an der Donau features a modern administrative building and training facilities.

(SONAX_Portrait_M_Hoffmann.jpg): "We have laid the foundation for the future," says Manfred Hoffmann, partner of the Hoffmann corporate group and Managing Director of SONAX GmbH.

(SONAX_Erweiterung_Vogelperspektive.JPG / SONAX_Logistik_Oberhausen.jpg): With investments in the high double-digit million range, the production and logistics capacities at the Neuburg headquarters (aerial view) are being expanded. A new logistics center in nearby Oberhausen has already been commissioned.

(SONAX_Geschichte_Zapfsaeule.jpg / SONAX_Werbung_Gruenderzeiten.jpg): Even in the 1950s, SONAX was distinguished by high product quality, professional field service, and creative marketing.

(SONAX_Made_in_Western_Germany.jpg / SONAX_Sortiment.png): While the iconic name remains, the branding has evolved significantly. SONAX products, then and now.

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(SONAX_Produktion_Nachhaltigkeit.tif): With the expansion of production capacities, the company is pursuing an ambitious growth strategy while making significant strides in sustainability and digitalization.

(SONAX_Social_Media1.jpg / SONAX_LEMON_ROCKS_Kampagne_1_2024.png): With a forward-looking brand presence epitomized by the motto "Bright times ahead," SONAX appeals to new and younger audiences passionate about vehicle care and preservation.