



**Contact: Martin Schneider**  
**+49 721 94007 16**  
**[mschneider1@guardian.com](mailto:mschneider1@guardian.com)**

**Contact: Josina van der Velden**  
**+31 164 317 014**  
**[jvandervelden@emg-pr.com](mailto:jvandervelden@emg-pr.com)**

**Guardian Automotive to demonstrate expertise in calibration, customer service, quality and convenience at Automechanika 2018**

***Guardian Automotive at Automechanika 2018***  
***11 – 15 September 2018***  
***Frankfurt***  
***Stand A50 Hall 6.2***

**Bertrange, Luxembourg, August 1, 2018** – Guardian Automotive, a European supplier of automotive replacement glass, will use its presence at Automechanika 2018 to highlight its value proposition. Focusing mainly on the Automotive Aftermarket, the company will demonstrate how customers at all levels can benefit from its refreshing and entrepreneurial approach, backed by the resources and know-how of a leader in glass technology.

Visitors to the Guardian Automotive stand A50 hall 6.2 will be able to learn more about key developments and customer benefits. These can be broken down into four main topics: calibration, customer service, quality and convenience.

**Calibration**

Guardian Automotive recognised early on that calibration is a key issue for the industry. Working with key partners, the company invested time and resources into a comprehensive study. In addition to adapting its own production facilities, Guardian identified key steps in the fitting process that can help to avoid problems. Now the company has produced a video that clearly shows how to avoid costly mistakes – making calibration easy and straightforward. The video, which is supported by a brochure and a leaflet containing guidelines, will be on display at the Guardian Automotive stand.

**Customer service**

Guardian Automotive produces high quality automotive glass. In addition, the company has a strong can-do attitude, listening to customers' feedback and responding with a high degree of flexibility. Guardian has adopted methodologies to ensure its products are fully backed by technical support.

The company offers overnight delivery of single parts in selected geographies.

## **Quality**

Guardian Automotive holds International Automotive Task Force (IATF) Certification to ensure that products are manufactured to the highest OEM standards.

## **Convenience**

Guardian Automotive sets out to be a company that's easy to do business with. In the past year, the company has introduced a simple-to-use eShop platform for individual users. It offers many time-saving features, ordering facilities and access to technical support where needed. A key feature is the recently introduced Turbo Club loyalty rewards programme. Larger customers benefit from the day-to-day support by a team of automotive glass experts and specialists.

Olivier Demeijer, Business Leader Automotive Europe said: "Our young and dynamic team is looking forward to Automechanika. We have so much to talk about and we have a great deal to offer, both for individual fitters – who get simple ordering, fast delivery, practical support, and an exclusive rewards programme – and for distribution partners - who benefit from our fast track development of the latest windscreens as well as extensive technical support. And of course, they all benefit from our entrepreneurial spirit and our drive to deliver an exceptional customer experience."

Guardian Automotive is exhibiting at **Stand A50 in Hall 6.2** at Automechanika (11-15 September 2018) in Frankfurt, Germany. For more information, please visit [www.automechanika.com](http://www.automechanika.com) or [www.guardianautomotiveglass.com](http://www.guardianautomotiveglass.com).

## **Guardian Industries**

Guardian Industries, a global company headquartered in Auburn Hills, Michigan, employs around 18,000 people and operates facilities throughout North America, Europe, South America, Africa, the Middle East and Asia. Guardian companies manufacture high-performance float, coated and fabricated glass products for architectural, residential, interior, transportation and technical glass application and high-quality chrome-plated and painted plastic components for the automotive and commercial truck industries. Guardian's vision is to create value for its customers and society through constant innovation using fewer resources. Guardian is a wholly owned subsidiary of Koch Industries, Inc. Visit [www.guardian.com](http://www.guardian.com).



Guardian Automotive investing in calibration, customer service, quality and convenience.  
(Photo Guardian Industries, GRDAPR001)

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**([jvandervelden@emq-pr.com](mailto:jvandervelden@emq-pr.com), +31 164 317 014).**