

ABT Sportsline 2019 – Press Release CW01

Florian Schindlbeck is the new "Head of Marketing & Press" at ABT Sportsline

As the successor of Roland Hörmann, Florian Schindlbeck is taking over the post of global "Head of Marketing & Press" at the German tuning company **ABT Sportsline** with immediate effect. The 43-year old attests to the excellent work of his predecessor and the entire team: "The success of **ABT Sportsline** is not only evident in plain numbers, but the company has also gained a large fan base accompanied by a great interest from the general public. This is how **ABT Sportsline** has emerged as the world's largest tuner for Audi and Volkswagen vehicles over the years. But it is also an innovative, inspiring and desirable brand which draws attention in many countries worldwide, across all new and classic media."

He consequently values the high level of technical competence of his new employer, which is no longer reflected in the core segment of vehicle tuning alone. "With its pioneering spirit, **ABT Sportsline** recognized the future significance of e-mobility early on and has gained a competitive advantage through its participation in Formula E and various commercial vehicle projects." Recently, **ABT Sportsline** even became the official body manufacturer for electrified VW Transporters. From a communications point-of-view, decisions like these result in a variety of new approaches, and his task is to integrate these into a sound exterior presentation of the company.

Florian Schindlbeck previously worked at the marketing department of Bosch Siemens Home Appliances Group. But as a true car enthusiast, he found it easy to identify with his new surroundings. He also benefits from having handled marketing activities in connection with Formula 1 and MotoGP during an earlier stage of his career. "That is why I am particularly excited about the high-level motorsports activities of **ABT Sportsline** – whether in DTM or in Formula E. My motto is: If you are truly convinced about something, you don't need any tricks to get others on board." At the same time, Florian Schindlbeck always maintains an international perspective – after all, **ABT Sportsline** sells its exciting vehicle creations in many countries across the globe. When he has some time off during the winter, though, the view of the beautiful Bavarian mountains around the **ABT** Headquarters is enough for him – and then he dusts off his skis or his snowboard.

Pictures/Text also at: www.abt-sportsline.com/company/media/press-releases

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