



## Press Release on the Bott Group's Press Conference at the IAA Transportation 2024

*Hannover/Gaildorf, September 16, 2024* – Under the trade fair motto 'For the Best,' the Bott Group showcases its versatility as a vehicle outfitter. At the same time, it reinforces its position as a premium manufacturer, sending a clear message: its solutions are designed for customers who demand nothing short of top performance in their daily work.

### The Bott Group: Current status and future direction

With revenues of €222 million in 2023, the Bott Group reached the highest turnover in its nearly hundred-year history. For the sixth consecutive year, the company has experienced double-digit revenue growth—a trend that is expected to continue based on current forecasts. The Group is also expanding its global presence, with new branches like the recently established location in the eastern United States, and additional international sales partnerships, such as with Arthor Otomotiv, a subsidiary of Turkey's Arobus Group. Furthermore, the OEM business in collaboration with automotive manufacturers has become a significant and growing source of income.

The most important pillar of the Bott Group remains the vehicle conversions sector, followed by static workplace systems and storage equipment. In 2023, it outfitted around 70,000 vehicles together with its partners.

In 2025, the Group will announce its strategy up to 2030, which will include further measures to drive growth, such as the introduction of new product lines and acquisition efforts. New sales channels will also be explored, particularly in connection with an agency model, which is well-known in the passenger car sector. Additionally, new industries will be targeted.

### Passionate Customer Service as a Unique Selling Proposition

The Bott Group positions itself as a premium provider for vehicle outfitting. The focus is on customer satisfaction and the associated long-term customer relationships, which are pursued with high solution quality, flexibility, and exceptional customer service for the industry.

By optimising and automating supporting processes, the Bott Group intentionally frees up time for high-quality consultations from its sales team. The team is trained to proactively help customers identify economical, ergonomic, and time-saving solutions for their operations. This includes not only configuring vehicle outfitting but also aligning processes with fleet customers, ensuring clear communication on order status, and accommodating any subsequent change requests from clients.

This year's Bott Group trade fair motto at the IAA Transportation, "For the Best," derives from this approach. The Group's products and services are specifically designed for customers who themselves strive for top performance every day and need suppliers and solutions to match.

#### Press conference data:

**Speaker:** Jan Willem Jongert, CEO and Spokesman of the Management Board

**Date:** 16<sup>th</sup> of September 2024

**Slot:** 12:50 to 13:10

**Hall:** 13

**Stand:** C60



**For questions and images please contact:**

**Bott GmbH & Co. KG**  
Bahnstraße 17  
74405 Gaildorf, Germany  
[www.bott.de/en](http://www.bott.de/en)

Michael Kyburz  
Phone: +49 (0) 7971 251-189  
Fax: +49 (0) 7971 251-295  
[michael.kyburz@bott.de](mailto:michael.kyburz@bott.de)



## One System for All Industries: bott vario3

The foundation for these solutions is the van racking system bott vario3, which the Group has continuously developed since its introduction in 2019. The modular, configurable system now meets the needs of various industries through the use of standard components. The Bott Group will demonstrate this versatility at this year's trade fair booth.

"The demands of users and end customers are continuously increasing," said Jan Willem Jongert, CEO and spokesperson for the Bott Group. "The motives are based on a combination of product, safety, sustainability, and image. Therefore, Bott is not only well-established in the skilled trades but, with the flexible bott vario3 product range, also covers other industrial and operational areas. Our primary focus remains on customers from the skilled trades and service industries – but also on target groups that traditionally have not relied on professional van racking, which are now coming sharply into focus.

Our bott vario3 product portfolio is not only flexible but also economical. This makes our solutions appealing to previously untapped outfitting markets and enables us to penetrate new industries and niche sectors that once had to rely on expensive specialist providers or settle for less-than-ideal compromises.

Particularly with the rise of electric mobility, this effect and the demand for flexible, light weight outfitting solutions are increasing. This is where bott clearly differentiates itself from other providers. Our IAA slogan 'For the Best' succinctly captures this unique selling proposition of bott."

### Captions:

- At the press conference, Jan Willem Jongert, CEO and Spokesman of the Management Board of the Bott Group, explained the current situation and direction of the corporate group and the message it wants to convey with the stand's very different exhibits.
- This year, the Bott Group's stand covers two floors and occupies an area of around 500 square metres. In addition to the seven exhibits there, other converted vehicles can be found on the stands of various vehicle manufacturers.
- With the stand motto 'For the best', the Bott Group, as a premium manufacturer, is explicitly targeting customers who demand the best performance from themselves on a daily basis and require corresponding solutions.
- One of the converted vans demonstrates a particularly ergonomically configured van racking: the storage space is fully accessible from outside the load compartment via drawers.
- I Love Mauldasch GmbH is catering for the trade fair stand. The food truck used is also based on the bott vario3 van racking system. Following the IAA 2024, the vehicle, which has already been sold, will be added to the company's fleet.
- With extended containers, the Bott Group offers transportable workshops for large-scale projects that rely on time-saving repair and maintenance options - for example in the construction industry.
- A van converted into a bar is designed to spread a good mood. The side sliding door serves as a counter - inside, the vehicle is equipped with a large refrigerator and a sink, among other things.
- The rear of the same vehicle encourages stand guests to participate and emphasises the elegant design of the bott vario3 van racking system: anyone who takes part in the raffle organised in the 'Selfie Van' has the chance to win a Systainer<sup>3</sup> ToolBag M tool bag.



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- The deliberately simple design of this van's van racking emphasises the individual configurability of bott vario3. The various shelving modules on display next to it are intended to show that the system is modularly customisable.
- In the interests of needs-orientated planning, hardly any two conversions are the same - for example, the size, position and number of drawers, shelves, small parts boxes and accessories can be flexibly defined.
- A loading space can invite to linger: The mobile barber is particularly keen to impress with its high-quality look and feel as well as charming interior design.
- Inside there is a practical solution for everything that is useful for the well-trimmed beard. Stand guests are invited to make use of these amenities themselves. Professional barbers are on hand.

Vehicle and workplace storage equipment from bott enables workplace efficiency. bott focuses on individually configurable solutions: high-quality, durable vehicle racking that maximises storage space while ensuring optimal load securing. As a full-service provider, bott offers a range of services, including vehicle graphics, electrical installations, vehicle approval, and decentralised delivery. bott equips workshops and production facilities with customised ergonomic workstations and organisation systems. From individual workplaces to large-scale industrial facilities, bott optimises production processes. With the intelligent and automated assembly and testing systems from its subsidiary, ELABO, the Bott Group serves as a comprehensive system provider. Whether for independent tradespeople, or large industrial corporations, customers across various sectors trust bott's expertise.

In fiscal year 2023, the Bott Group generated a turnover of 222 million euros. The company employs nearly 1,500 people at four production sites and over 100 sales and service locations in 35 countries.



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