



WEGMANN IS COMMITTED TO  
GERMANY AS A MANUFACTURING  
BASE AND THE BENEFITS THIS  
BRINGS IN TERMS OF QUALITY

**WEGMANN automotive  
offprint**



A Company of WEGMANN automotive  
[www.dionys-hofmann.de](http://www.dionys-hofmann.de)



"As a German company with a long tradition, Wegmann wants to continue manufacturing in Germany and offer proof that competitive production is also possible here", says Felix Bode, chief executive of the group.

## Long-term commitment to Germany as a manufacturing base

The world's biggest balance weight manufacturer is undergoing some restructuring.

**W**EGMANN automotive – the unknown world market leader in balancing weights, is enlarging its modern production plant in Veitshöchheim close to Würzburg. It will be significantly expanded according to the latest industrial standards and equipped with cutting-edge technology.

The activities of DIONYS HOFMANN, PERFECT EQUIPMENT, FRANKEN-INDUSTRIE and other international companies have been bundled under the new umbrella brand WEGMANN automotive since 2008. In the future, all the product lines of the group that are destined for the European market will be produced at the Würzburg site. In addition, this base will allow the management activities of all branches and international subsidiaries to be centralised; this represents a significant expansion for the original factory (which was just built in 2004), both in terms of surface area and capacity. The main fo-

cus will be on high-tech processes: automation, continuous improvement and professional development will be right at the top of the agenda. This is necessary to meet the quality requirements of the car manufacturers (OEMs) and to combat the constantly increasing competition from the Far East and the rest of Europe. WEGMANN automotive is part of the globally-active Wegmann Group. It employs more than 4000 people and has a turnover of more than 1.3 billion. Wegmann has been a successful family business since 1882 and has seen constant increases in levels of innovation and engineering expertise. Influential developments have been achieved in many areas, including computer tomographs in medical technology, the fields of rail carriage construction, wind power plants and pilot centrifuges, as well as the field of military vehicles.

Wegmann has also been active in the component supply sector with the DIONYS HOFMANN arm of the business

since the beginning of the 1980s. The product ranges are manufactured under one roof, but the brands and quality are clearly differentiated and there is a separate marketing strategy for each. Each brand stands for a specific product quality and a clearly defined product segment. The aim is to communicate individual brand images more intensively in the future and create even clearer profiles for the individual brands. By expanding the sales offices across Europe, significant steps can be made towards achieving this.

In Europe, the group supplies well-known car manufacturers such as AUDI, BMW, MERCEDES-BENZ, VOLKSWAGEN, SEAT, FORD, OPEL, FIAT, ALFA, FERRARI, PORSCHE, SKODA, VOLVO and RENAULT. As there is hardly any scope for improving the group's market share in original equipment any further within Europe, WEGMANN automotive is now turning its attention to the aftermarket.

### The leading manufacturer

WEGMANN automotive is the largest supplier of balance weights, both within Europe (with DIONYS HOFMANN and FRANKEN) and in America (with PERFECT EQUIPMENT). The group manufactures close to a billion balance weights a year and is therefore the leader in the world market. With more than 60 million items in stock, high availability can be ensured across all models. The company runs training courses for wholesalers (Train the trainer), which arm participants with sales arguments and details of test results so that they can demonstrate the advantages of branded goods to the end customers. New potential is currently being tapped in Asia and other newly industrialising countries. In addition to the Würzburg headquarters, the group is represented in Europe with sales companies in the core countries.



<p><b>POWER WEIGHT</b> ORIGINAL EQUIPMENT MANUFACTURER QUALITY FOR ALL TYPES OF WHEELS AND APPLICATIONS</p>  <p>Balance weights from Dony H Hofmann are produced according to the strict quality standards of the automotive industry.</p> <ul style="list-style-type: none"> <li>• Certified according to ISO 78, ISO 9001 and ISO 14001</li> <li>• Compliant with the environmental protection objectives</li> <li>• Manufactured in accordance with original equipment manufacturer standards</li> <li>• Full compliance with the most severe laws and standards</li> <li>• Made in Germany</li> </ul>	<p><b>ECO-LINE</b> QUALITY AND TRADEMARK IN LINE WITH CURRENT MARKET VALUE ADHERE AND KNOCK-ON WEIGHTS FOR THE AFTERMARKET</p>  <p>ECO-LINE, the compact product range at an attractive price offers reliable quality from the market leader.</p> <ul style="list-style-type: none"> <li>• Streamlined supply range for all conventional wheel types</li> <li>• Close to the sales network value for the aftermarkets</li> <li>• Compliant with the statutory norms</li> <li>• Made in Europe</li> </ul>	<p><b>IMITATIONS</b> CHEAP WEIGHTS WITHOUT GUARANTEE OR QUALITY STANDARDS</p>  <p>When balancing, stress (cornering) is being put on the wheel. High-quality driving comfort is not achieved with cheap imitations.</p> <ul style="list-style-type: none"> <li>• The resulting imbalance damages the tyres, the wheel bearings and the shock absorbers</li> <li>• Cheap weights from non-European countries often do not comply with the quality requirements and environmental protection objectives of the European Union</li> <li>• Product performance often does not correspond to the manufacturer specifications and ISO standards</li> </ul>
<p><b>1. HOFMANN ORIGINAL PART</b></p> <ul style="list-style-type: none"> <li>• Original part in original manufacturer quality</li> <li>• Original material only</li> <li>• Original adhesive only</li> <li>• Original part coating</li> <li>• Best CE test results with the best material quality</li> <li>• Tested and approved by respective car manufacturers</li> <li>• Used in motor sports from Formula 1 to the 24 Hours of Le Mans</li> <li>• Exclusive use of zinc</li> <li>• Perfect product for every wheel shape</li> </ul> <p><b>2. TOP SERVICE</b></p> <ul style="list-style-type: none"> <li>• Complete range of original balance weights for all wheel types available worldwide</li> <li>• Quality stability of over 99% corresponds to the motor parts in motor sports</li> <li>• Customer service, advice training and general training on site</li> <li>• After-sales support, arrangement advice, advice support, free telephone</li> <li>• Insurance claims service</li> <li>• Free assistance</li> </ul> <p><b>3. TOP MARGIN</b></p> <ul style="list-style-type: none"> <li>• Costing programme for the end user. As a result, additional costs of at least EUR 1.50 per set of tyres is possible in a spare change</li> <li>• Repeatable, cheaper than a standard workshop with original parts</li> <li>• Delivery more revenue for the dealer per car set</li> </ul>	<p><b>1. QUALITY IN LINE WITH CURRENT MARKET VALUE</b></p> <ul style="list-style-type: none"> <li>• Universal workshop weights, no original parts</li> <li>• No zinc or zinc-coated parts</li> <li>• Resin on weight, adhesive bars and adhesive weights on rolls for all wheel types</li> <li>• Available on zinc and adhesive bars in zinc and steel</li> <li>• ISO and CE certification</li> <li>• Quality of the weights corresponds to average level in road traffic</li> <li>• Missing precision balancing</li> </ul> <p><b>2. SECOND BRAND FOR ASSORTMENT DIFFERENTIATION</b></p> <ul style="list-style-type: none"> <li>• The alternative brand for aggressive pricing</li> <li>• Universal use to supplement original parts</li> <li>• Resin on "brake base"</li> </ul> <p><b>3. VOLUME IS THE KEY</b></p> <ul style="list-style-type: none"> <li>• Cheaper than the original part</li> <li>• Cheaper than the original part to achieve the same weight</li> <li>• Approximate to the original if only the price counts</li> <li>• No zinc or zinc coating</li> </ul>	<p><b>1. IMITATION</b></p> <ul style="list-style-type: none"> <li>• Generally incompatible copies made of legal imitations</li> <li>• Quality fluctuations (often clear deviation from the original material and shape)</li> <li>• Inexact right of position (bar and offset bars)</li> <li>• Resonance forces of the right and adhesive force are faulty. Weight falls off or in the position</li> <li>• Physical balancing is not possible</li> </ul> <p><b>2. NO SERVICE</b></p> <ul style="list-style-type: none"> <li>• Poor supply availability, long delivery times from overseas</li> <li>• No global in-house stock</li> <li>• Restricted product range</li> <li>• Complete assistance only, no intermediate dealers</li> <li>• No test advice or test reports on quality</li> </ul> <p><b>3. SMALL MARGIN – HIGH RISKS</b></p> <ul style="list-style-type: none"> <li>• Complete change costs only with double the volume</li> <li>• Many risks in terms of sales and cost. Disqualified and customer and time delays</li> <li>• One-off business, no WMS/WFS situation</li> </ul>   

## Premium-quality replacement parts

The same level of expertise is invested in DIONYS HOFMANN premium products for the aftermarket as in the original replacement parts. The weights must be able to withstand around 750 hours of constant salt spray testing or prove resistant to temperature fluctuations of -40 to +250°C. However, the group also intends to conquer lower price segments of the aftermarket with products that are in line with the time-oriented value of the car. The Economy-Line, which offers time-oriented quality at an attractive price, aims to eliminate untested, low-quality imported copies.

## Pro-balancing campaign

DIONYS HOFMANN is running an advertising campaign aimed at demonstrating to workshops and end customers how important the issues of balancing car wheels and the associated weights are from a safety perspective. The purpose of the campaign is to make car drivers aware of the whole balancing issue and to create an awareness of quality in this area. Tests conducted by car

and tyre manufacturers show that the small balancing weights on wheels are there for a reason. Therefore, it is clear that a driver of a vehicle without correctly balanced wheels is not just compromising on comfort, but is also risking their own safety, using more fuel, and will have to pay higher follow-up costs for parts subject to wear and tear, such as bearings, axles, shock absorbers and tyres. This happens because of the constant overloading of the vehicle due to the additional forces involved.

## Tested in motor racing

Motorsport relies on DIONYS HOFMANN. During the current DTM (German Touring car Championship) season, DUNLOP's tyre experts are once again placing their trust in balance weights from Dionys Hofmann. All the teams are harnessing the power of German-produced weights to get round the tracks. More than 22,000 weights are used in this demanding racing environment, which provides additional experience when it comes to developing weights due to the extreme conditions involved.



Wegmann Automotive is centralising the management activities of all its branches and international subsidiaries in Würzburg...



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It's not only the size of the corporate group that makes us unrivalled in the market", explains Thorsten Thom, Director Sales & Marketing of Wegmann Automotive. "No one else in the market is managing to supply as many parts as us in terms of both original equipment and the aftermarket. Nearly two out of three weights on new vehicles are Wegmann weights."

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