

## Hyundai launches cooperation with Spies Hecker.

**Products, training and service. The Korean car maker selects Spies Hecker to supply approved Hyundai bodyshops.**

A fully integrated product system, in-depth training and personal service. Hyundai sets high standards when it comes to professional refinishing in order to ensure that the quality of the repair is lastingly upheld. Therefore the car manufacturer is now placing its faith in the advanced paint technology and experience of Spies Hecker.

Hyundai and the Cologne paint maker have signed a global cooperation agreement. Under its provisions, the car manufacturer from Korea benefits from the extensive Spies Hecker product range, now that all the materials from the surfacer through to the top coat and clear coat have been given Hyundai's approval. Another aspect of the agreement is in-depth practical training for Hyundai's authorized dealers and trading partners as well as personal consultations on site from Spies Hecker experts.

"Spies Hecker has been awarded this comprehensive approval after close scrutiny of its materials and training strategies," confirms Thomas Melzer, Spies Hecker Brand Manager International. "We're very happy about this cooperation, as it underscores the high quality of our products and training."

High-grade paints and a close relationship with the vehicle refinishing trade – this has been the philosophy of Spies Hecker for 125 years. The Cologne based company is one of the world's leading manufacturers of refinishing paints. In over 60 countries, Spies Hecker offers its customers easy-to-use products, practical solutions and personal service on site.

## Spies Hecker recommended by Suzuki.

**High-grade products and in-depth training. Suzuki dealers in Asia will be the first to benefit from the global cooperation agreement with Spies Hecker.**

Perfectly adapted product systems and advanced paint technology. The high quality of Spies Hecker's products and the international training strategy have convinced the Suzuki Motor Corporation (Suzuki). The new approval focuses on comprehensive support for the car maker's official dealers with practical training and the high-power service network.

"Suzuki attaches huge importance to high-quality repairs," explains Dietmar Rausch, head of the International Spies Hecker Training Center in Cologne. "Not only on our high-grade products, but also, and more importantly, our in-depth training for proficiently executed refinishes were determining factors for the Japanese company." Spies Hecker is offering the Suzuki automotive group an all-inclusive solution. The cooperation agreement contains a full-scale release for the entire Spies Hecker product range and envisages the provision of repair information and the communication of the latest paint expertise.

With the extensive offer of training at 50 Training Centers worldwide, the Spies Hecker specialists are mainly targeting Suzuki's authorized dealers and trading partners with their support. Dietmar Rausch: "The partnership with Suzuki shows that the successful Spies Hecker training strategy is highly acclaimed in the automotive industry as well."

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