

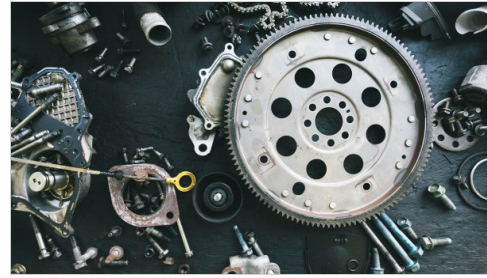
Automechanika Frankfurt 2022: Danish remanufacturer BORG Automotive to showcase range

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The company, which has brands such as Elstock, DRI, Lucas, and TMI, will exhibit its range of turbochargers for the first time at the event.

BORG Automotive, a Denmark-based automotive parts remanufacturer, has announced that it will showcase its complete product portfolio at Automechanika Frankfurt from 13 to 17 September, according to a press release dated 25 August. For the first time, the company, which distributes its line-up under the brands Elstock, DRI, Lucas, and TMI, will exhibit its range of turbochargers that the company launched in 2020.



Source: Getty

At its booth, the company will showcase its remanufactured alternators, starters, turbos, air conditioning (A/C) compressors, exhaust gas recirculation (EGR) valves, steering racks, steering pumps, and brake calipers. The company says its remanufactured parts “are virtually indistinguishable from new parts in visual terms” and “are on par with them in terms of quality and performance”, according to the release.

Another highlight of the fair will be BORG Automotive presenting its new customer portal to the public for the first time. This addition offers registered customers a wide range of options around the clock. Users can view their orders and order status, check invoices and invoice status, and manage returns or warranties online.

Significance: Commenting on the announcement, Ivan Mikkelsen, Commercial Director at BORG Automotive, said, “For the second time, Automechanika puts a special focus on ‘Sustainable Solutions’. We are pleased that the circular economy, to which we have been contributing for decades, is becoming an increasingly important topic in the aftermarket.”

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