

Discover products interactively / Start with road vehicles

## Digitally close to customers: HÜBNER presents new Virtual Brand Space

**Kassel (19 May 2022). The HÜBNER Group digitizes its extensive range of products and systems and presents them to customers in a virtual showroom. In the newly developed “Virtual Brand Space” customers, business partners and interested parties can obtain digital and interactive information about HÜBNER products, systems, applications and services. The Virtual Brand Space can be used without login and is offered in German and English.**

*“Our customers should enjoy working with HÜBNER,” emphasizes General Manager Helge Förster. “The digitalization, which we are actively and consistently expanding in the HÜBNER Group, gives us new opportunities with which we can strengthen the exchange with our customers and business partners – and make the advantages of our products even more visible. With the Virtual Brand Space, both our teams and our customers always have the product world of HÜBNER digitally with them.”* The link to the Virtual Brand Space of the HÜBNER Group: <https://hubnergroupp.virtual-brand.space>

### Gradual expansion of the Virtual Brand Space

The Virtual Brand Space of the HÜBNER Group will be gradually built up, continuously expanded and regularly updated. For the official launch in May 2022, the products and system applications for road vehicles (including buses) from the Mobility and Material Solutions business segments were initially integrated, and are now immediately available digitally. The virtual showrooms for rail vehicles (e.g. gangway systems for trains and trams) and the aviation sector (e.g. aircrafts, airport technology) will be gradually expanded.

Ingolf Cedra, General Manager of the HÜBNER Group: *“Our ultimate goal is to be close to our customers. With this in mind, digital tools are essential to communicate and present our products in detail – regardless if at a trade fair or a factory visit. That’s why our product managers and contact persons also offer personal tours through the Virtual Brand Space.”*

### Interactive information with one click

The Virtual Brand Space provides a detailed insight through virtual presentations, application examples, videos and explanatory texts, into the versatile product world of the HÜBNER Group. In addition, it has an integrated site plan with which digital visitors can navigate directly into individual showrooms or product areas such as entry systems, steering technology or chassis technology.



Caption: In the “Virtual Brand Space” of the HÜBNER Group, customers, business partners and interested parties can obtain digital and interactive information about products, systems, applications and services.

## The HÜBNER Group

**Mobility. Material. Photonics.** | united by passion.

As a global system supplier for the mobility industry, for manufacturing and for life sciences and research applications, the HÜBNER Group is the worldwide leader in gangway systems for buses and railway vehicles (**Mobility**), a well-recognized specialist for sophisticated elastomer solutions and products, insulation and composite materials (**Material Solutions**), as well as a supplier for applications in the field of laser, terahertz and high frequency technologies (**Photonics**). The HÜBNER Group employs more than 3,500 persons worldwide. In addition to the headquarters in Kassel, Germany, HÜBNER has established more than 30 locations around the world.

[www.hubner-group.com](http://www.hubner-group.com)

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