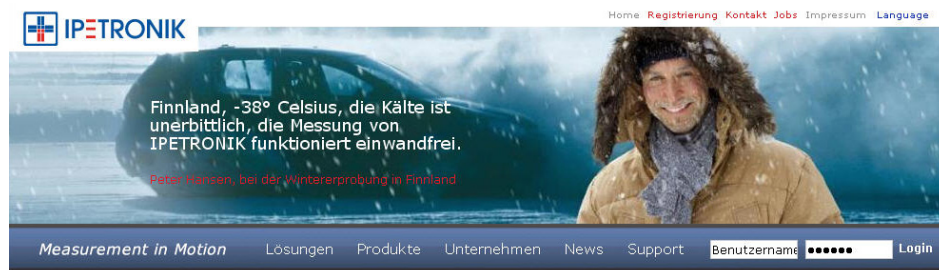



New website provides more customer benefit, more information and more service



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IPETRONIK, the world's leading manufacturer of mobile measurement technology in the automotive industry, has restyled its Internet presence. As of March 4 of this year, www.ipetronik.com can be seen in modern design. The completely restructured website offers customers and prospective customers comprehensive information about the company, and its product and service portfolios. This new Internet presence puts increased customer benefit and enhanced service offerings in the foreground. The modern product configuration tool, for instance, provides all relevant data, and allows you to put together your own system, download data sheets and topical info, and send requests to the internal IPETRONIK sales service online. The new CustomerCareCenter not only allows customers to trigger support directly and to check the current status, but also provides an overview of all questions about support.

The company has implemented an Internet presence in which user benefit is firmly in the foreground. Special attention has been paid to intuitive, user-friendly guidance, and to a flat, logical hierarchy. Characteristic of the modern design of the site is the clear, well-structured layout with content and metadata navigation. The content navigation leads to the areas Solutions, Products, Company, News, and Support, while the metadata navigation leads to a higher level of selection, such as Search Function, Home, Registration, Contact, Jobs, Language Selection, etc. The website, which has been an

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important tool in customer support for some years now, is also to be continuously updated and extended in the future. As a rule, it will be maintained in both English and German.

“The Internet is the central information platform for IPETRONIK. With the re-launch of our website, we are positioning ourselves in the Internet in a manner befitting the IPETRONIK ideal of service – in the sense of fast, optimal customer support,” is how Andreas Geh, Director of Sales & Marketing at IPETRONIK, sees the new presence. “The product configuration tool will not only give our customers more information about our often complex configurations. Our own processes will also gain in quality. Queries will be answered more precisely because of the system, and our partners, distributors and Customer Service also access the central product database. From a stylistic point of view, the new website is a further step in the implementation of the company’s new corporate design.”

### **About IPETRONIK**

Since its founding in 1983, IPETRONIK GmbH & Co.KG has had a significant technological impact in the automotive mobile measurement field. Today Ipetronik is one of the world’s leading companies in this sector. For years, car manufacturers have relied on the high dependability, precision, and availability of IPETRONIK products and services. The comprehensive portfolio of measurement modules, data loggers, sensors and software are not matched by other companies in this field. IPETRONIK is known for high precision modular measuring equipment, and expertise in analog measurement technology. This expertise includes in depth knowledge of automotive data busses, automotive data bus communication protocols, and automotive control units. IPETRONIK is the technology partner of the automotive industry, through continuous expansion of the Consulting/Engineering division for vehicle test equipment. This includes general testing and on, as well as, off road test runs, with an emphasis on vehicle air-conditioning and thermal management. At the Baden-Baden headquarters, about 100 employees are dedicated to develop innovative solutions that are produced in Germany. IPETRONIK backs up its claim of global sales and support with local customer care through its own subsidiaries and branch offices in France, Sweden and the USA, and with a growing, worldwide distribution network.