



ALL YOU NEED FROM TURBO TO TAILPIPE

going the extra mile



February 2021

The turbo is adjusted to HIGH-SPEED mode!

Dinex gears up by bringing in a new VP of sales for North- & South America as part of the new "Shaping the Future" strategy.

Dinex US strengthens the aftermarket sales organization with more power and further develop the position as the NO. 1 supplier of exhaust spare parts in North America.

"Dinex has been present for almost 10 years in the North American aftermarket, but in the last 3 years has seen a sustained growth in customer acquisition through the wide coverage of exhaust spare parts from "Turbo to Tailpipe" on the market. It is now time to take the next step," says Per H. Larsen, Chief Sales Officer (CSO), Aftermarket. Our product portfolio is by far the biggest on the heavy-duty aftermarket, with DPF, DOC, Pipes, Clamps Gasket and the latest introduction of OneBox and Recon program.

With further growth in mind, Dinex is pleased to announce and welcome our new Vice President for Sales in North- & South America in the Aftermarket, Brett Lucht starting on February 10th.

Brett comes from a Business Development Manager role where he has been working with spare parts for the heavy-duty aftermarket industry and developing the heavy-duty strategy. He will support and implement the new 2021-2023 strategy on the American market while continue to develop the business together with the entire US team.

"I am looking forward to learning the Dinex exhaust business, working on the new strategy and close together with the sales

team and production site in Dublin GA", says Brett Lucht, VP Sales North- & South America, Aftermarket.

"Today, Dinex has a central warehouse in Dublin and a 3PL warehouse located in Toronto, but to be able to boost the sales activities even more in North America, we are establishing 3 new 3PL warehouses located in Dallas, Denver, and Seattle in 1st quarter 2021 to optimize the logistic setup with a higher availability, faster delivery and being closer to the customers," says Thomas Timmermann, Executive Vice President, Aftermarket.

Dinex has now settled the NO. 1 sales force for the North- & South American Aftermarket to continue developing our philosophy, "Dinex, easy to do business with".



Brett Lucht
Vice President Sales
Aftermarket
North- & South America



Thomas Timmermann
Executive Vice President
Aftermarket
Dinex Group



Per H. Larsen,
Chief Sales Officer
Aftermarket
Dinex Group