

Press Release

DEKRA Offers Free Online Check

Digital Fitness for Car Dealerships

DEKRA is supporting car dealerships in the process of digitalization. At the Automotive Trend Forum (ATF) in Wolfsburg from May 8 to 9, 2019, DEKRA will be presenting concepts aimed at helping the SME-dominated sector to face the digital transformation. One initial concept is the Digital Readiness Check, which allows companies to review their digital fitness online for free.

According to experts from DEKRA Automotive Solutions, a number of factors – including e-mobility, shared services, market saturation and digitalization – will have a significant impact on the business model of car dealerships. The decisive factor will be the digital transformation for adapting processes, structures and business models.

DEKRA has developed a questionnaire that allows companies to check quickly and easily where they stand in terms of the digital transformation. The Digital Readiness Check also shows which measures can be taken to improve digital readiness. As a first step, the questionnaire can be filled in online for free. DEKRA experts will then support companies in the transformation if requested, guide them through the change process and help managers to make the right decisions.

www.dekra.de/digital-readiness

About DEKRA

DEKRA has been active in the field of safety for more than 90 years. Founded in 1925 in Berlin as Deutscher Kraftfahrzeug-Überwachungs-Verein e.V., it is today one of the world's leading expert organizations. DEKRA SE is a subsidiary of DEKRA e.V. and manages the Group's operating business. In 2018, DEKRA generated sales totaling more than 3.3 billion euros. The company currently employs more than 46,000 people in approximately 60 countries on all six continents. With qualified and independent expert services, they work for safety on the road, at work and at home. These services range from vehicle inspection and expert appraisals to claims services, industrial and building inspections, safety consultancy, testing and certification of products and systems, as well as training courses and temporary work. The vision for the company's 100th birthday in 2025 is that DEKRA will be the global partner for a safe world.

DEKRA e.V.
Corporate
Communications
Handwerkstrasse 15
70565 Stuttgart,
Germany
www.dekra.de/presse

Date Stuttgart, May 6, 2019 / No. 040
Contact Tilman Vögele-Ebering
Tel. (direct) +49-711-7861-2122
Fax (direct) +49-711-7861-742122
E-mail tilman.voegel-ebering@dekra.com