

Want to get moving?

Always the
right trailer.



John Doe
Sample position

Böckmann Center Sample
Sample Street 11 12345 Sample City
Phone +49 1234 567-0 Fax +49 1234 567-10
info@boeckmann-sample.com www.boeckmann-sample.com

Become a successful Böckmann dealer!

As a partner of a strong brand.

boeckmann.com/en/organisation/become-a-dealer



FIRST CLASS TRANSPORT



Become part of the Bockmann team!

Profit from a strong brand and become a successful dealer. We support our dealers with our Partner Promise. Our support and service are unique in Germany. Profit from an exceptional concept for the sale of first class transport solutions and the partnership with a strong manufacturer.

Over the course of 65 years, this family-owned company has grown from a village blacksmith to an international market leader. We develop vehicles that meet the highest quality and safety standards, and which are tailored exactly to the needs of our customers.

Find out more about Bockmann, our Partner Promise, and "becoming a dealer" on the following pages. Feel free to get in touch!

Market leader for horse trailers

Leading utility trailer manufacturer

The most popular trailer brand in Germany

Unique partnership

Top quality "Made in Germany"

Over 65 years of experience in the trailer business

Bockmann locations in over 33 countries

Real added value, guaranteed.

The Böckmann Added Value.

With us you will have a strong and dependable partner at your side: We offer future oriented marketing concepts and over 65 years of experience in the trailer business. We develop our vehicles according to the motto "practical experience for practical applications," and produce transport solutions in series that are practical and suited to their target groups. Providing for a long service life and meeting the highest quality and safety standards are important to us.

Our strength is your success! Over 500 employees, the ServicePool Team, internal and external, the spare parts department, and the warranty division: We take care of all your needs. Not only in the initial phase our entire team will be happy to answer any questions you may have. We will accompany you on the way to your goal and support you in your daily work. Meetings on site, training and information sessions, shared expo events, special events, and much more will help you and your team to achieve success.



Germany's strongest brand

Depending on the category. One of the top three manufacturers based on numbers on the road.



Market leader for horse trailers

We set market standards. Products are constantly being further developed to suit the needs of horse and rider.



Leading manufacturer of utility trailers

First class quality and excellent in use. Transport solutions for private and profession uses.



Full range

Böckmann has a broad portfolio of products. You can provide solutions for all areas and customer groups with one brand.



The Böckmann Partner Promise

With unique service. Our various divisions will support you in your every day work and help you achieve success.



Top quality "Made in Germany"

All vehicles meet the highest quality standards. Guaranteed long lasting.



International dealer network

Böckmann locations and success stories in over 33 countries around the world.



Almost one million trailers sold

Even after over 65 years in the trailer business, our best advertising is on the road - our products!



The founders: Anton († 2010) and Brigitte Böckmann († 2011).



Management Team:
Justus Böckmann, Klaus Böckmann and Stella Böckmann.



Böckmann. Family-owned company.

The development from a small village blacksmith to an international market leader is best encapsulated in the following statement: "You have to put your heart into the business to be successful in the long term." This belief, which Brigitte and Anton Böckmann have passed on through the family since the company's founding in 1956, is still true today. Together with Klaus Böckmann, Stella and Justus Böckmann, the third generation to run the company, carry on the tradition of providing transport solutions that excel in terms of quality, design and reliability.

Always the right solution.

We offer our Böckmann dealers a portfolio of safe, high-quality transport solutions tailored precisely to the needs of our shared customers. The following sites provide an overview of what we have to offer.





Böckmann utility trailers. Always the right trailer.

Böckmann utility trailers are true all-rounders. Developed for the toughest jobs, they are made for stability and long life. Whether an ambitious do-it-yourselfer or an seasoned professional, every user quickly notices what goes into a Böckmann trailer - well thought-out engineering craftsmanship combined with practical detail-oriented solutions. Building trailers of the highest quality and functionality with a clear focus on the needs of the customer.



Your benefits as a Böckmann dealer:

- ✓ Transport solutions for all uses
- ✓ Large selection for private and professional customers
- ✓ Inexpensive entry level with TPV models (a Böckmann brand)
- ✓ Can be customized according to the customer's wishes
- ✓ Personalized vehicle branding
- ✓ After-sale service



The full program of utility trailers. Designed for the rough. Thought-out down to the last detail.

Box trailers

Whether one axle or tandem model the aluminium box trailers are made for every job - private or professional.



Platform trailers

Alongside safety and value stability the many different innovations and detail solutions make the high loaders so popular.



Tipper trailers

The Böckmann tipper trailers make it clear - there is the right equipment for every user and the right accessories.



Van trailers

Whether one axle, tandem or cool trailer - all van trailers feature a robust construction and guaranteed long life.



Plant trailers

Böckmann plant trailers feature a high degree of transport safety, innovative added value, and stability.



Vehicle transporters

Böckmann vehicle transporters feature a low loading angle for simple and comfortable loading of all kinds of vehicles.



TPV Models

The affordable Böckmann brand is also available at selected DIY and home improvement stores.



Real Böckmann Added Value

Our utility trailers offer real added value such as:

- Unique detail solutions designed for practice
- Products for professionals and private users
- Extensive standard features and a wide range of accessories
- Robust construction and guaranteed long life
- High quality construction for absolute reliability



Böckmann horse trailers. Always the right choice.

Innovation based on (family) tradition: We constantly improve our trailers by using them ourselves day after day, month after month, and year after year. Böckmann has thus become the market leader for horse trailers in Germany, and one of the leading brands in the European market. All of these developments have one thing in common: Only something that is good enough for our own needs and our own horses is good enough to go into production. Thus Böckmann has the same goal as every rider - providing for the well being of the horse!



Your benefits as a Böckmann dealer:

- ✓ Large selection for every riding discipline
- ✓ Transport solutions of all kinds for rider and horse
- ✓ Affordable entry level with Esprit models
- ✓ Exclusive and individual decor
- ✓ Most popular trailer brand: On several occasions First Place in the Cavallo Trophy survey



The full program of horse trailers. By practitioners for practitioners.

Uno

These trailers are for the transport of one horse or a mare with a foal and are available either with a plywood or with an aluminium structure.



Duo

This model has space for 2 horses. It has an extremely robust plywood structure, and is available in many variants.



Comfort

This model is suited for 2 horses and is called "comfort" for a reason. Its sporty-dynamic shape will make it a pleasure to pull.



Master

Regardless of which model from the Böckmann Master they all have the same exclusive series features.



Champion

The Champion product family with an elox aluminium structure was developed especially for daily use and meets the highest standards.



Portax

The Böckmann Portax models offer maximum comfort and space concepts tailor made for horse and rider.



Traveller

Ideal for people who need to transport more than 2 horses. In this case the horses stand diagonally, which they prefer.



Neo

Wood free full polyester trailer is distinguished by its revolutionary light concept and large amount of space.



Real Böckmann Added Value

Our horse trailers offer real added value such as:

- Excellent comfort thanks to the chassis CFF plus or WCF plus depending on the automobile standard
- Top notch construction and high quality materials such as elox aluminium, full polyester, or wood
- Complete series features with numerous detail solutions
- The Böckmann safety concept with many innovations such as for example the panic system MSS
- Guaranteed long life and a high resale value



Böckmann Compact. Maximum comfort for horse and rider.

Our passion for equestrian sports has spurred us onwards for over 65 years. As we develop innovative transport solutions using absolute precision and engineering know-how, the needs of horse and rider take center stage. Our Böckmann Compact Horse Truck, the largest in its class, was designed and built with exactly this in mind. It offers maximum comfort, safety and stability.



Your benefits as a Böckmann dealer:

- ✓ Large vehicle selection above 3.5 t
- ✓ Variable layout concepts
- ✓ Wide array of accessories
- ✓ High quality "Made in Germany"
- ✓ 7 year warranty
- ✓ Close cooperation with Truck Center in Lastrup



The full program of horse trucks. Individual horse transporters for every situation.

Compact

Built to move: The Böckmann Compact family combines spaciousness with the comfort and feel of a passenger car! The design provides a generous layout and functional features that are sure to please both horse and rider. Different vehicle lengths are available with the variants L and L Plus.



Compact L Plus Tour

Plenty of space and many possibilities. The Tour models of the Compact L Plus variant make it possible to configure your own living space. The optional swiveling passenger seat transforms the cabin into a comfortable corner with a turn of the hand. The option of sleeping in the alcove makes the Compact L Plus the ideal refuge.



Performance

Böckmann performance simply provides more comfort for horse and rider. More space, more safety, more possibilities. The flexible interior, the large living space, the timeless design, and many clever features ensure pure driving pleasure. Whether riding, training, or tournament, perfect performance is guaranteed with Böckmann!



Equipe

The Böckmann Equipe line are horse transporters in the superlative. The various models from 12t to 26t will meet your every wish. Our years of experience combined with modern design and technology make these true luxury vehicles. These are constructed completely to match the customer's specifications.



Real Böckmann Added Value

Our Böckmann Compact Horse Truck offers real added value, such as:

- The maximum quality, safety, and stability
- High quality materials and robust construction
- The most spacious interior and widest loading ramp
- With a wide variety of colour options, individual to the smallest detail
- Guaranteed value stability

The Böckmann Partner Promise.

We understand the Böckmann Partner Promise to be an integral part of our brand. It stands for our holistic approach to providing you with both top notch products and top notch service. Our support goes far beyond what is usually expected in this respect, and is in this form unique in Germany. From your personal contact person through the various divisions to our digital infrastructure: Your success is our business. Find out for yourself.



External staff with personal contacts

A personal contact person from the external/sales team will serve as your advisor and sparring partner for any questions you might have about building your company, from the layout to optimizing sales processes.



Internal staff with personal contacts

Staff from our ServicePool are your direct contacts for anything that concerns your orders and products that are available.



Spare Parts Department / Original Parts Ordering

Benefit from our Böckmann original parts and spare parts for your customers. Spare parts for all models can be ordered through the dealer login.



Production Facility Lastrup

As a dealer you are always cordially invited to visit the production facility in Lastrup. Witness our exquisite craftsmanship and attention to detail.



Warranty Division

Our Warranty Division is here to answer all questions about warranty issues and warranties that are available.



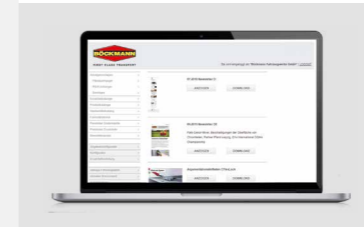
Comprehensive Marketing Support

Benefit from the skills of our Marketing Division. Search engine optimization, print advertising, and content creation are their bread and butter. We can contribute directly to your success with wide reaching advertising campaigns.



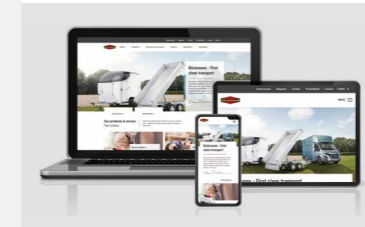
Dealer Login Portal

Ordering vehicles, managing inventory and orders, and acquiring spare parts. You can use your dealer login to access our whole digital infrastructure. You can also find information on new production and marketing material here.



Your own corporate website

As a future dealer, you will have the opportunity to book a Böckmann Partner or Center website. This can be graphically tailored to your business and offer solutions for direct sales.



Expo presence & Advertising

Joint trade show participation will give you as a future dealer a chance to actively participate at events. To this end, you will have access to our whole catalog of advertising materials.



Böckmann Center Lastrup

In our own "Flagship Store" you can get an impression of all of our advertising materials, displays, and possibilities for setting up your own sales space. The staff will gladly assist you in optimizing your own sales process.



Become a Böckmann dealer. Get on the road to success.

First class sales with first class products! We can offer you as a Böckmann dealer exclusive conditions and stable prices.



Our concept for success. For your future.

Böckmann business partner or exclusive Böckmann Center: You can choose from different concepts for success. Find out which offer fits you best. We would be happy to advise you.

Business Partner Concept

Getting into the trailer business:

The business partner concept as a main business or additional branch. The strong and dependable brand Böckmann is exactly the right manufacturer for you!

The goal of the business partner concept is: Complete service, complete program - complete success!



Center Concept

Exclusive and lucrative: If you would like to run a Böckmann Center, we can offer you far more opportunities. With a much broader spectrum of trailers, you will be able to reach a broader customer base for greater sales opportunities. Make use of the lucrative benefits of the Center Concept, For example with your own Böckmann Center logo and your own Böckmann Center website.



Further information?

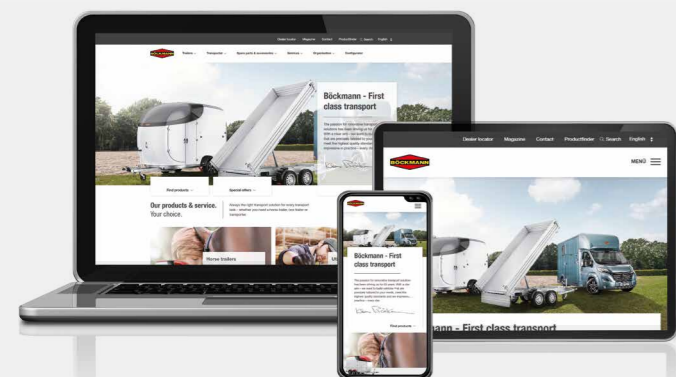
No problem! Just get in touch with Manuel Neuf. He can help and advise you on how to become a dealer.

Manuel Neuf
Order Processing and ServicePool
Management
+49 (0) 4472 895-314
mn@boeckmann.com



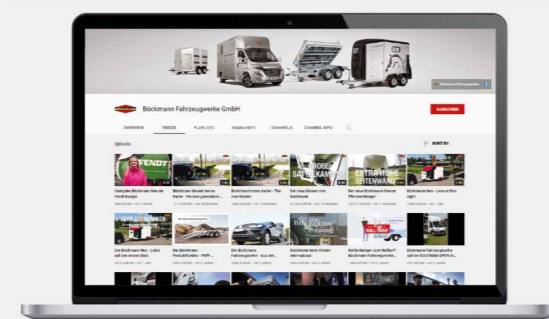
Böckmann is highly visible. Offline & online.

We advertise our brands and products through all of the most important channels. We constantly optimize our social media channels and focus on content specific to the target market. We will support you as a Böckmann dealer with your own social media accounts with reposting and building your community.



Böckmann website with configurator

- Visible far and wide
- Integrated dealer search function
- Product configurator
- Automatic inquiry submission
- Unique usability + performance
- Optimal display, also on mobile devices



Social Media & YouTube

- Cooperation with the biggest influencers such as:
 - Annica Hansen:** 330 k Follower
 - Anja Federwisch:** 189 k Follower
 - Saskia Meyer-Hellwig:** 183 k Follower
 - Santi Serra Camps:** 94,7 k Follower
- Powerful images, videos, and banners



Present in all major Magazines, such as:

- Kommunale Fahrzeuge
- Bauhof-online
- bauMAGAZIN
- Maschinen & Technik
- Treffpunkt.Bau
- Forst&Technik
- Cavallo
- St. Georg
- Reiterrevue
- Reiterjournal
- Reiter + Pferd
- Mein Pferd

Advertising materials and marketing accessories. Quick and easy.

You can offer you a complete design concept for your sales location. Using our advertising catalog, you can directly order suitable advertising materials and collections. A selection:



Product Brochures



Böckmann Collection: Baseball cap



Promotional poster "Annual Check"



Mobile poster stand



Point of sale materials



Tournament and fence banner for utility trailers and horse trailers



Flag banners

Böckmann International. Across Europe. Worldwide.

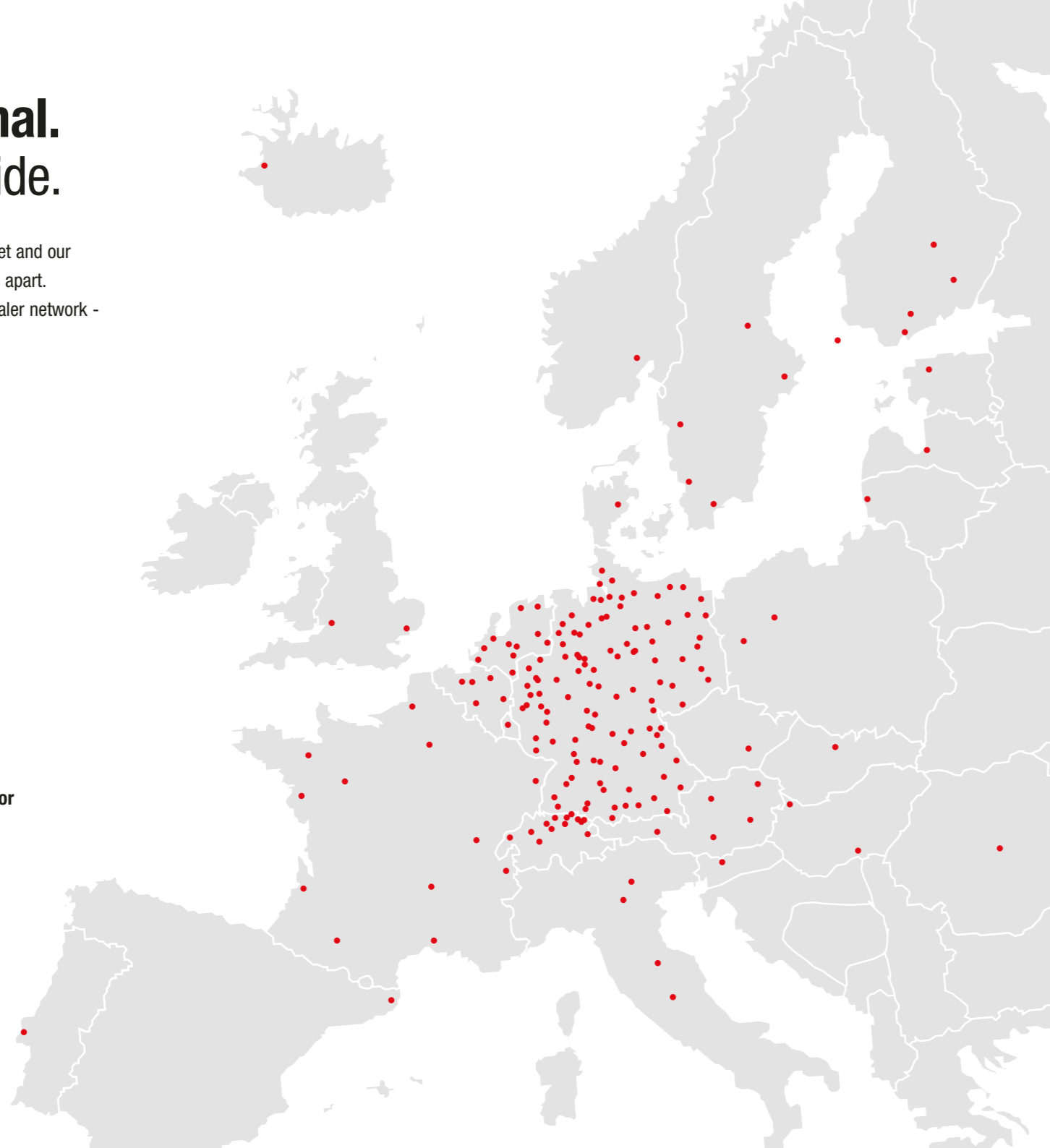
Our long years of experience in the trailer market and our consistent quality standards have always set us apart. So much so that we can draw upon a global dealer network - consisting of:

- Dealers
- Centers
- Horse Trucks Partners



Exceptional visibility!

Our dealer search function will make you visible domestically and internationally.
www.boeckmann.com/en/dealer-locator



Get to know us. We look forward to hearing from you!

Do not hesitate to hitch yourself onto our success. Choose brand-name quality! This is because we will continue to invest heavily in the development and maintenance of our brand and in our dealer network.

- ✓ For a strong brand,
- ✓ strong dealer network,
- ✓ strong demand,
- ✓ and strong sales.



Further information?

No problem! Just get in touch with Manuel Neuf. He can help and advise you on how to become a dealer.

Manuel Neuf
Order Processing and ServicePool
Management
+49 (0) 4472 895-314
mn@boeckmann.com





FIRST CLASS TRANSPORT

Böckmann Fahrzeugwerke GmbH 49688 Lastrup Phone +49 (0) 4472 895-0 Fax +49 (0) 4472 895-550 info@boeckmann.com www.boeckmann.com
f facebook.com/anhangersterklasse @ instagram.com/boeckmann.transport @ instagram.com/boeckmann.horses ▶ boeckmann.com/youtube