



1999 – 2020; Mercedes-Benz Automotive Sales & Marketing

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- Daimler AG (DaimlerChrysler AG), Export-Sales & Marketing Car/Truck/Van 1999 -2010
- Mercedes-Benz Ostendorf GmbH / Ostendorf Classic; Hamm 2011 - 2015
- Vehicle Plants LUEG AG / LUEG Classic; Food 2016 - 2018
- Mercedes-Benz Herbrand Niederrhein GmbH / Herbrand Classic; Krefeld 2018 -2020

2011 – 2020; Classic Sales, Marketing & Service

- development of all relevant structures for classic trading, service and restoration
- creation of complete process descriptions for trade and service
- sale/purchase of classic vehicles in an international network
- development of marketing, PR and sales-concepts
- retail-price and cost calculation for trade and restorations
- organisation of classic car-specific customer events, trainings and exhibitions
- close contact with Mercedes-Benz sales organisation Germany/International
- press-texts with focus on classic vehicle business (*press, social media: Youtube, Instagram, LinkedIn, Facebook, ...*)
- worldwide network classic trade (vehicles and aftersales)
- Europe-wide network for restorations (aftersales & services)





Restoration W III 280 SE Cabrio (1970) From January 2011 Ostendorf Classic quickly devoted itself to challenging vehicle projects. The 280SE convertible pictured here has been rebuilt from scratch. In detail, only the central tunnel, dashboard, windshield-frame as well as doors and trunklid were retained from the original body structure. Within 1 1/2 years we have rebuilt the body with an effort of approx. €80,000.--. The same applies to the engine, gearbox and axles, which we have repaired ourselves. All chrome parts have been re-galvanized. What could not be repaired was purchased and assembled as a new or NOS part. The work was carried out with the utmost consideration for originality. The Classic Data Value Assessment confirmed the perfect condition with the Grade I (like new or better), which is rarely awarded. The photo of the underbody after completion of the restoration shows that the visual impression is one – the technical perfection is the other.



230n Roadster W143 (1937) As part of the restoration, a year and a half of research had to be carried out in order to be able to define the state of delivery. The aim was to put not only the optics, but also the technology in the state of 1937. It turned out that, for example the connecting bearing shells were poured directly onto the connecting rods in an alloy that is no longer used today.

We have identified a specialist who was able to reconstruct this technique and apply it to our vehicle. Thus, the vehicle we have restored is likely to be the 230n Roadster of about 10 surviving specimens worldwide, which is closest to the original.

The radiator grille was in very bad condition when purchased. We were able to restore the shape by galvanic coppering and subsequent grinding.

The weight has roughly tripled – but the look has been perfected.





The "Böhringer Pagoda" W113 230SL (1963) When we bought this vehicle, it was in a pitiful condition – but came with a FIA vehicle pass for historic motorsports! It was also painted in an incorrect, non-original colour. However, since she had all the necessary components and conversions for motorsport, we gave her the look of the historical model: the 230SL Pagoda by the German racing driver Eugen Böhringer, with which he won the material-killing rally Spa-Sofia-Liege in 1963. In order to enable the driver to succeed in racing, we optimized the engine and chassis with contemporary tuning measures that were both FIA homologation and compliant with EU-regulations regarding the registration of historic vehicles. I have never driven a Pagoda that has had a comparable good driving behaviour before or after this vehicle project.

The view for details is essential!

When restoring classic vehicles, it depends on the details and the originality – but of course also on the quality of the workmanship. If a slotted screw was installed ex works, it is of course also used for restoration, instead of a more modern cross-slot or torx screw. Wood is not the same as wood either: as in the picture, a perfectly restored W111 coupé must look in the interior – and no different! By the way, the restoration of these parts takes about eight weeks due to the drying times of the 8-10 coats of paint.



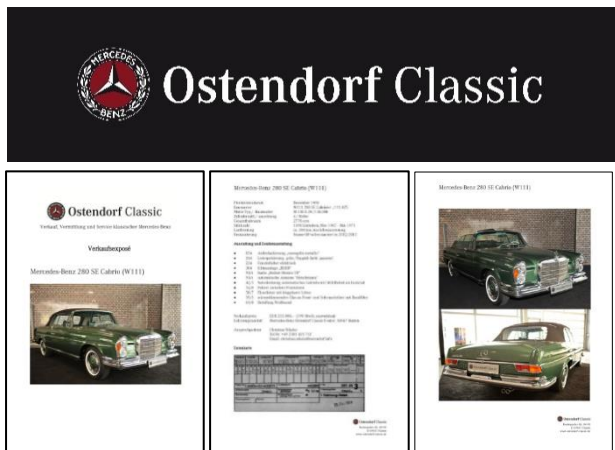
Every brand and every company needs a face!

Restoring and selling classic cars is one thing – selling them and giving your company a recognizable face, the other. During my time at FahrzeugWerke LUEG AG, I focused on the company's own history and tradition of vehicle construction (170 Station Wagon; the predecessor of the T-Model) under the "future needs heritage".

A figurative mark for recognition was also defined and staged with a photo from the company archive for communication activities. For communication purposes, one of the last company-owned 170 station wagons was restored, which was used for events and exhibitions together with the 300d Adenauer, also owned by LUEG.



... that a brand image picture mark may also vary, shows the picture above, which I took with an iPhone during my time at Herbrand Niederrhein GmbH & Co. KG. Coincidentally, there were two 300SL (W198) in our workshop in the same constellation, as a few days earlier two Mercedes-Benz 600 (W100). We used both photos alternately in our print and online communication.



In addition to the brand image picture mark, visual language, all processes and structures in PR and communication, the naming and design of the logo also requires some attention and must match the brand core in design and colour. Here as an example the self-developed logo of Ostendorf Classic

Following the once defined CI, the font, size and layout of all documents are also designed in the same manner. It is important to be recognizable for the customer.

The CI guidelines must be known to each employee and must be used in communication without exception. Affected documents besides exposés are invoices, offers, checklists, documentation...

Additional information

Examples of my way of working, projects and my portfolio can be found here (German/English):

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