

Trade fair highlights from the technology leader

bluechemGROUP presents vehicle chemical innovations at the automechanika Frankfurt 2018

Leutenberg, August 10, 2018 – At this year's leading international trade fair for the automotive industry, the automechanika Frankfurt 2018, the bluechemGROUP, the technology leader in vehicle chemistry, presents numerous new developments. Highlights include specialty products for hybrid vehicles, the German Innovation Award-winning combustion chamber cleaning system Carbon X and the SOS packages for turbocharger and cylinder head damage.

On September 11, 2018, this year's automechanika Frankfurt opens its doors. More than 130,000 trade visitors from around 170 countries are expected to attend the 25th anniversary of the leading international trade fair for the automotive industry. For the bluechemGROUP as a technology leader in vehicle chemistry, this is, of course, an event not to be missed. "Here we have the optimal platform to present our in-house new developments to a broad public", explains Hans-Jürgen Schmidt, National Sales Director. The bluechemGROUP presents numerous innovations from its in-house laboratory at booth C15 in Hall 9.1 this year, in addition to its well-known brands PRO-TEC, bluechem, Autoprofi and maxxpower.

Fresh ideas for the automotive industry

"Our highlight this year is by far our new special product line for hybrid vehicles", explains Schmidt. He continues: "With the ECOPOWER line, we have developed a 'guard patrol' that is specially fitted to the requirements of the only irregularly used combustion engines in hybrid vehicles. With the new products, we offer protection and care so that the performance of the internal combustion engine remains constant over the long term." In addition, bluechemGROUP will be presenting two SOS packages for special problem cases at automechanika. Schmidt on this: "The subject is turbocharger or cylinder head damages. If these sensitive components have a defect, it can lead to far-reaching consequences for different system cycles. With our packages, these negative consequences can be eliminated quickly and easily." The third highlight of the bluechemGROUP is the combustion chamber cleaning system Carbon X introduced in 2017. Hans-Jürgen Schmidt: "Although the product has been available on the market a little longer, we want to celebrate it this year because it received the German Innovation Award in 2018 – an award for the innovative strength of the entire bluechemGROUP!"

The bluechemGROUP will be pleased to welcome all guests of the automechanika Frankfurt at the booth C15 in the hall 9.1 (September 11 – 15, 2018).

About the bluechemGROUP

The bluechemGROUP is a group of companies with global activities and partners in more than 120 countries. As an umbrella brand, it contains a wide range of chemical products for cleaning, care and maintenance in the automotive and industrial sector. The success of the group is based upon the development and patenting of consumption-oriented and environmentally friendly products of highest quality expanded by modern workshop, industry and service concepts.

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