

MAHLE Aftermarket at the biggest agricultural exhibition in Ukraine

AGRO 2017 took place from 7 to 10 June in Kiev/Ukraine and MAHLE Aftermarket was there on the front line. While we mostly targeted the bigger, heavy-duty products for the heavy-duty machinery used in mass production, we were also there with our new range of parts for vehicles commonly used out in the field.



Although this is a new area for MAHLE in Ukraine, our experience impressed our potential prospects and our current customers. Visitors were excited when they saw the quality of the machining done on our parts and the experience we have as a company.

Farmers were heading to our booth to see our range of Clevite products and gather as much information as they could for this product line, including, amongst others, starter motors and alternators. We believe these interactions with both individual farmers and representatives of the farms in Ukraine and abroad left impressions on them and us. This is our main objective—to gain trust and build relationships with these individuals, and hopefully turn any interested party into a prospect and finally into a client.

