

2022

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## Dometic launches upgraded aftermarket service program for its partners in EMEA

Düsseldorf, Germany – August 27, 2022

**Dometic introduces a new program for the service partner network in EMEA region. As a part of company's strategic focus on expanding Service and Aftermarket business, the new program focuses on fulfilling high demand in the RV market while generating new business for both parties.**



Utilizing meeting opportunities with gathering service partners at this year's Caravan Salon in Düsseldorf, Dometic introduces its new service program 2022/2023, targeting service partners in EMEA region.

Service and Aftermarket is a strategic focus for Dometic, and the company is working on various initiatives to improve customer experience. For example; updated "support & service" pages with new service locator are now live in most EMEA countries.

Dometic has built this new service concept for its strong service partner network in the region. The new platform is based on a well-established, proven model containing upgraded features. Focus is to generate additional business in the service area (break-fix, maintenance, installations, upgrades) while fulfilling the high customer demand in the RV market.

Online, hands-on training and access to a knowledge database are part of this program. This will further enhance our mutual beneficial partnership.

In parallel, Dometic has launched on a selective base, service centers in several countries in EMEA region, thus responding to the increased customer demand, while supporting our partners. The team is working closely with partners and dealers in each area. This initiative allows Dometic to better understand the customer demand and improve its service level.

Dometic seeks to develop the support to its partners and started several initiatives for improved monitoring of KPI's, driving better availability of skilled and experienced service experts. The company is focusing on a self-service function where connectivity, and new tools will further enhance this initiative going forward.

[End]

### About Dometic

Dometic is a global market leader in the mobile living industry. Millions of people around the world use Dometic products in outdoor, residential, and professional applications. Our motivation is to create smart, sustainable, and reliable products with outstanding design for an outdoor and mobile lifestyle in the areas of Food & Beverage, Climate, Power & Control, and



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Other Applications. Dometic employs approximately 9,000 people worldwide, had net sales of SEK 21.5 billion (USD 2.5 billion) in 2021 and is headquartered in Stockholm, Sweden.

For more information on Dometic, please visit:

<http://www.dometic.com>.

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