

Annual Report 2018

It is now time for a look back to an unbelievable year! Elektro Partner benefitted like many others from an amazing summer, the never ending summer. For us, the warm summer meant record-breaking sales of air conditioning related equipment. The period of July and August is usually rather quiet, however not so in 2018. Some had to alter their summer holiday, but that was no problem. It was still summer in September. The year started with a good automotive trade fair in Norway. The trade fair brought clear evidence that the industry is alive and kicking. We have many Norwegian customers, and Elektro Partner Norway has once again had a record-breaking year. The Norwegian automotive market is changing in recent years. The increasing percentage of electrical cars is becoming important in the aftermarket. This has not influenced our business negatively, apparently, and we do not expect that it will in 2019. The percentage of premium cars with everything concerning safety and comfort equipment is one level above what we see in Denmark. In addition, cars with automatic transmission and 4-wheel drive and the general adverse driving conditions all lead to the fact that garages in Norway are busy. More aftermarket garages have started working on electric cars, and in May we visited, together with Autodata, one of the centres in Bergen, which teaches repair and service of electric vehicles, partly to see the development and partly to see which data is needed for electric cars in the future. It was interesting and very useful to see how advanced Norwegian garages are when it comes to those cars. I wonder if the same trend towards more electric cars slowly begins to manifest itself in the rest of Scandinavia in the years ahead.

In 2018, we increased our activities in Sweden, and our Swedish team developed strongly in 2018. The automotive industry in Sweden is organised differently from the Danish. Over more recent years, we have gradually built a solid customer base in Sweden, and in 2019 we will continue to direct a fair part of resources this way. I would like to warmly thank our business partners in Sweden. The ongoing development in Sweden is very exciting. Because of growing activities, Elektro Partner Sweden AB was formed in 2018, and it will be interesting to follow the development in the new year.

In 2018, we established contact with companies outside of Scandinavia, companies which like us work with automotive data and diagnostic equipment and the related hotline service. We have found some interesting partners to team up with in 2018. In March, we visited a couple of hotline centres in Holland with years of experience with remote diagnosis over the internet. This encouraged us to start our own online diagnosis project, which resulted in our new product called Diagline. We only just managed to introduce this product in Denmark by the end of the year.

All in all, we developed as a company in 2018. New employees and competences have been added over the year. It has been an incredibly exiting year with large internal growth. Likewise, it has been interesting to witness how some of our ideas and programs proliferate at business partners outside of Denmark.

We broke a remarkable record in 2018 when we sold the highest ever number of diagnostic tools in one single year. The diagnostic package from TEXA has evolved greatly in recent years, as seen in the sales figures. Although there are no statistics to prove this, I have no doubt that TEXA had the best-selling diagnostic tool in Denmark in 2018. We are also very pleased with the development in Autodata in 2018. With Solara as owner, Autodata has reached a safe haven, which can be seen in the development of Autodata products. When we combine all of this, we enter the new year with great optimism, and I would like to take the opportunity to wish all customers and business associates a happy new year and say thanks for your cooperation in 2018.



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