



FRICKE GROUP CELEBRATES GREAT SUCCESS WITH DIGITAL VERSION OF THE 56TH HEESLINGER AGRICULTURAL MACHINERY SHOW

From March 10th to 12th, the FRICKE Group presented itself as part of the 56th Heeslinger Agricultural Machinery Show again in the form of several streaming events. Thousands of live viewers followed the entertaining shows of GRANIT PARTS, SAPHIR Machinery and FRICKE Agricultural Machinery on YouTube. Exciting guests, expert panels, behind-the-scenes insights and a world record provided entertaining entertainment. The broadcasts are still available on the YouTube channels of the three companies or at www.fricke.live for download.

Heeslingen, March 14, 2021 – The 56th Heeslinger Agricultural Machinery Show took place as an online event this year for the second time. The subsidiaries of the FRICKE Group, GRANIT PARTS, SAPHIR Machinery and FRICKE Agricultural Machinery, provided an entertaining balance to the exhibition, which normally takes place in Heeslingen, Zeven and Bockel, on YouTube from March 10th to 12th. Over the course of three evenings, the three companies, together with moderator Sven Tietzer and guests such as Keno Veith, CDU member of the state parliament Marco Mohrmann, agricultural influencer Marie Hoffmann, and Werder professional Philipp Bargfrede, presented selected products and services, provided a look behind the scenes and exchanged views with experts from the industry on future topics in agriculture, such as precision farming or pesticide-free soil cultivation. Great entertainment was also provided by a world record in tractor tire changing on Thursday and exciting betting games in the style of big TV shows on Saturday.

Thousands of interested people live on the screens

The FRICKE Group reached thousands of interested viewers with its streaming events during the live broadcasts on Thursday, Friday and Saturday. To date, all three YouTube shows have already reached over

Pressemitteilung

21,000 views. Throughout the week, several hundred thousand people were also reached with information about the 56th Heeslinger Agricultural Machinery Show on social media. The recorded livestreams are still available on the YouTube channels of GRANIT PARTS, SAPHIR Machinery and FRICKE Agricultural Machinery or at www.fricke.live.

"With a world record, expert talks, betting games and celebrity guests, we managed to present the FRICKE Group in the spirit of a great Saturday evening show with all three live events this year. "We are thrilled with the sensational success of all three shows on YouTube and are delighted with the great, positive feedback we are receiving from our customers and business partners," says Hans-Peter Fricke, Managing Director of the FRICKE Group, enthusiastically. "Once again, I would like to express great thanks to all the organizers and contributors for their outstanding performance."

Numerous highlights and a world record

On Thursday, March 10th, the spare parts wholesaler GRANIT PARTS caused a sensation with a world record during its event. Mariam Suhk, known from the YouTube series of the dealer *GRANIT@WORK*, and Menko Lottmann, technical field service GRANIT PARTS, set the first world record in the fastest change of a tractor rear wheel in a joint team performance. The Record Institute for Germany certified the world record with a best time of three minutes and 16 seconds.

SAPHIR Machinery presented itself together with moderator Sven Tietzer to the interested viewers on Friday, March 11th. In addition to the most important machines of the extensive product portfolio, the areas of design, production, sales and marketing were explained in more detail by the respective contact persons from SAPHIR, thus offering the audience an unprecedented insight behind the scenes of the company. The event was rounded off by the raffle of a SAPHIR transport container with exclusive contents.

FRICKE Agricultural Machinery brought the event to a close on Saturday evening, March 12, with a sensational broadcast in the style of big Saturday night shows. During four varied betting games, the agricultural machinery dealer from Heeslingen was able to show the top machines from the manufacturer CLAAS in action and present itself as a company and an attractive employer. From tractor tug-of-war to a pallet stacking competition, won by agricultural influencer Marie Hoffmann, to holding up the ball with Werder professional Philipp Bargfrede, there was plenty of entertainment. The last game in particular, in which beer bottles were opened using the cutting mechanism of a combine harvester, was reminiscent of the big TV moments like "Wetten, dass...?".

NOTES TO EDITORS

Images can be found using the following link: <https://we.tl/t-44VINLNcx9>.

Image A spectacular conclusion to the 56th Heeslinger Agricultural Machinery Show: FRICKE Agricultural Machinery LIVE.

Photo: © FRICKE Group

PRESS CONTACT:

Wilhelm FRICKE SE

Larissa Gabriel

Zum Kreuzkamp 7 · 27404 Heeslingen; Germany

E-Mail: larissa.gabriel@granit-parts.com

Tel.: +49 (0)4281 712 7242

ABOUT THE FRICKE GROUP

The FRICKE Group (www.fricke.de), founded in 1923, is successfully active in international trade with spare parts, agricultural machinery, commercial vehicles and garden technology in 25 countries at a total of 64 locations. The owner-managed group of companies with headquarters in Heeslingen, Lower Saxony, employs 2,912 full-time staff, 200 of whom are trainees.