

ATBAS at the Car Dealership Expert Panel 2025

4. June 2025



ATBAS at the Car Dealership Expert Panel 2025: Digital wheel processes as the key to success

On May 27, 2025, ATBAS was represented at the car dealership expert panel of regiotec automotive IT in Wolfsburg – a pioneering industry event that brings together decision-makers from car dealerships, system houses and IT service providers. The focus was on the current challenges and opportunities of digitalization in car dealerships – a topic that drives us at ATBAS every day.

ATBAS DEPOT live in action: digitalization needs tangible solutions

Our team of experts demonstrated live at the product stand how digital wheel storage works with mobile devices. The live demo with a real wheel showed how wheel data can be recorded directly on the vehicle using a mobile device: efficiently, intuitively and completely digitally.

The feedback from the expert audience clearly showed that many companies still work in a very analog way in this area. With solutions such as [ATBAS DEPOT](#), many expect not only significant time savings during the cycling season, but also a noticeable improvement in data quality and a modern working environment for their employees.



Brief presentation of ATBAS by André Hegewald to an interested specialist audience

How digitalization creates real added value in the wheel business

ATBAS DEPOT offers car dealerships of all brands a wide range of functions to optimize their wheel storage processes and tap into new potential. What sets our software apart from other solutions is the combination of increased efficiency and the targeted development of additional sales potential:

- **Digital wheel storage** that allows workshop teams to work on the vehicle on the move, reduce errors and create a modern, more efficient workplace
- **Optimized processes during the wheel season** thanks to faster wheelset searches and significantly accelerated inventory processes
- **Integrated wheelset marketing**, with which individual tire offers can be created and tracked in just a few clicks

Impulses from the expert dialog: What moves the industry

The event not only offered the opportunity to present the company's own solutions, but also provided valuable insights into the challenges currently facing car dealerships. It became particularly clear: The digital transformation continues to progress - with very specific expectations in terms of efficiency, customer service and future-proof IT landscapes.

Topics such as the conversion of existing system landscapes, the use of bots to relieve staff and optimized processes relating to documentation, sales documents and archiving were at the top of the agenda. The question of how workshops and sales structures can adapt to the growing proportion of e-vehicles was also discussed in depth.

It also showed that car dealerships are looking for practical solutions that help them to streamline processes, simplify internal workflows and improve the customer experience at the same time - whether in sales, service or warehousing.



Strong team on site: André Hegewald, sales representative and Josephine Popp, administrative manager of ATBAS

Practical solutions for a digital future

The exchange with decision-makers and practitioners at the car dealership expert panel was a complete success for ATBAS. "The event confirms our approach of developing industry-specific software solutions that address precisely those areas where there is currently the greatest need. Our aim is to offer real support - digital, efficient and close to the everyday lives of users. It became clear how strong the need for practical digitalization solutions in car dealerships is," emphasizes André Hegewald, sales representative at ATBAS.

With [ATBAS DEPOT](#), car dealerships are ideally positioned to master the challenges of digitalization in the wheel business and at the same time tap into new sales potential - today and in the future.