

ATBAS at the fall 2025 event: Focus on digital wheel storage and personal proximity

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- ATBAS represented at three key industry events in fall 2025
- Focus on integrable solutions for increasingly complex system landscapes
- Digital wheel storage with [ATBAS DEPOT](#) as a seasonal core topic
- Focus on personal exchange with car dealerships and independent workshops
- Fresh market presence in the [new corporate design](#)

For ATBAS, autumn 2025 was characterized by personal exchange and relevant topics from the everyday life of car dealerships and independent workshops. ATBAS was on site at MSX'25 in Hamburg, the Freie Werkstätten symposium in Würzburg on October 11, 2025 and the regiotec automotive IT car dealership expert panel in Karlsruhe on November 25, 2025 to listen and present practical solutions.



Florian Schultz, Head of Sales at ATBAS, in conversation with trade visitors at MSX'25

Different formats, one common denominator: everyday workshop and car dealership life

ATBAS deliberately covered different target groups by attending three different events. While the MSX'25 and the specialist conference in Würzburg primarily addressed independent workshops and service companies, the car dealership expert panel in Karlsruhe was aimed at brand-bound car dealerships and larger groups.

A common denominator emerged at all events: the desire for digital solutions that really take the strain out of day-to-day business, can be integrated into existing system landscapes and do not create any additional complexity. While ATBAS software is already an integral part of the system landscapes of the car dealership world, the Dresden-based software company also offers attractive solutions for independent workshops to remain competitive.

Digital wheel storage as a key topic of discussion in the fall

One topic was the focus of many discussions in the fall: wheel storage. Regardless of whether it's a large car dealership group or an independent garage, analog or partially digital processes quickly reach their limits, especially during the season. This is evident when searching for wheelsets, in documentation or in coordination between service, warehouse and workshop. With [ATBAS DEPOT](#), ATBAS demonstrated at the events how wheel storage processes can be mapped completely digitally. This ranges from storage and management to the dispatch of tire offers and removal from storage. The direct proximity to the season led to many specific questions and an intensive exchange on how companies can make their processes more efficient, especially at peak times.

Florian Schultz, Head of Sales at ATBAS, puts it in a nutshell: "Particularly during the wheel season, we realize how high the pressure of suffering is in many companies. When we can show how digital wheel storage with ATBAS DEPOT works in everyday life and where it actually saves time, very honest and constructive discussions arise."



Stefan Konnerth, Sales Manager at ATBAS, presents the digital wheel storage solution for independent workshops

System landscapes are growing - integration is becoming a success factor

In addition to seasonal topics such as wheel storage, it became clear at all events how much the IT system landscapes in car dealerships and workshops have grown in recent years. Multi-brand capability, additional special solutions and increasing demands on documentation and processes are increasing complexity.

ATBAS deliberately pursues an open approach and sees itself as a supplement to existing systems. The aim is to connect processes instead of creating new isolated solutions.



Anja Döhler, Head of Marketing at ATBAS, and André Hegewald, Team Lead Sales – East, at the regiotec event in Karlsruhe (from left to right)

New brand image in direct contact with customers for the first time

The fall 2025 event was also a milestone for [ATBA's new brand identity](#): For the first time, the company appeared at all events in its new corporate design. The feedback was positive: "Especially in direct discussions with car dealerships and workshops, we realized how important a clear, modern appearance is - it creates trust and immediately makes it clear what ATBAS stands for," describes Anja Döhler, Head of Marketing at ATBAS.

Personal exchange remains crucial

Despite ever-improving digital communication options, everyday events show that trust is built primarily through personal discussions. Car dealerships and workshops want to be able to see, understand and categorize solutions - ideally in a direct exchange with people who know their processes.

With a view to 2026, ATBAS will therefore continue to focus on its presence at selected [industry events](#). The aim remains to stay close to the companies, address specific challenges and further develop digital solutions together with practitioners.