

## Press Release

### **New Kistler website: easy access to measurement technology**

Products available via web shop in Germany and soon worldwide

Winterthur, November 2022

**Kistler has unveiled its newly overhauled website, which now gives easy access to the most suitable product solution for a huge range of applications. Initially, customers from Germany can order measurement technology products online in a new web shop, with international customers set to follow.**

Kistler offers measurement technology for a wide range of user groups and applications, from single sensors to complete measurement solutions. Potential applications include quality assurance in production, weight control of trucks, and aerospace testing. Kistler's focus on the user-friendliness of the new website makes it easy to locate the right product in this extensive portfolio. Users from different industries and sectors can quickly find the product category relevant to them via the "Industries and Applications" tab. Illustrations and videos make complex measurement solutions easy to understand and suitable equipment for any application easy to find. Using the filter function, the product range can be narrowed down to the most relevant options. 3D models, data sheets and operating instructions further facilitate product selection.

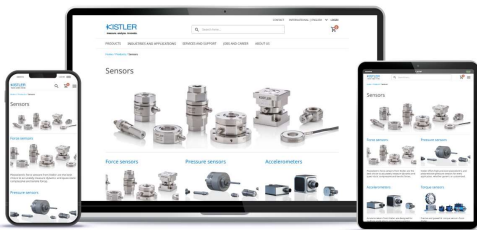
#### **Pilot phase of web shop started**

In Germany, the large product selection is now available online for the first time via the redesigned website. During the pilot phase, German customers can order standard sensors and corresponding accessories directly by logging into the "myKistler" user area. Products requiring further advice such as custom-made items can also be added to the virtual shopping basket. The check-out function then sends the request to the relevant experts at Kistler, who will get in touch straight away.

"It is important to us that we offer easy access to our products to customers from all over the world, from different industries and with a different knowledge of measurement technology," says David Stucki, Head of E-Business, who is responsible for the launch of the new website. "This is why we have adapted the site to local needs in some regions. Users will, for example, primarily see references from their own country of residence," adds Christoph Keller, Corporate Program & Project Manager. While online shopping is initially only possible in Germany, preselecting products via the shopping basket is available worldwide. The sale is then concluded with the help of Kistler employees. Step by step, Kistler is set to make the other functions of the web store available worldwide. "Experienced

experts, who work very closely with our customers, continue to be an important part of Kistler's success. With the launch of the new website and the "myKistler" customer portal, we want to provide our customers and our team with a powerful tool that allows quick access to relevant information such as prices, availability and order history," says David Stucki.

## Images (may be reproduced free of charge provided the source is acknowledged as the Kistler Group)



Kistler's extensive portfolio is now available online. Customers from Germany can order standard sensors and corresponding accessories directly via a new web shop. Users across the world are set to follow.

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### About the Kistler Group

Kistler is the global market leader for dynamic pressure, force, torque and acceleration measurement technology. Cutting-edge technologies provide the basis for Kistler's modular solutions. Customers in industry and scientific research benefit from Kistler's experience as a development partner, enabling them to optimize their products and processes so as to secure sustainable competitive edge. Unique sensor technology from this owner-managed Swiss corporation helps to shape future innovations not only in automotive development and industrial automation but also in many newly emerging sectors. Drawing on our extensive application expertise, and always with an absolute commitment to quality, Kistler plays a key part in the ongoing development of the latest megatrends. The focus is on issues such as electrified drive technology, autonomous driving, emission reduction and Industry 4.0. Some 2,000 employees at more than 60 facilities across the globe are dedicated to the development of new solutions, and they offer application-specific services at the local level. Ever since it was founded in 1959, the Kistler Group has grown hand-in-hand with its customers and in 2021, it posted sales of mCHF 411. About 7% of this figure is reinvested in research and technology – with the aim of delivering better results for every customer.