

Waiblingen, 23.03.2020

STIHL LAUNCHES NEW ONLINE SHOP

DESPITE DIFFICULT TIMES - AVAILABLE FOR CUSTOMERS AT STIHL.DE

In these difficult and uncertain times, nature and the home garden have become a popular and welcome retreat for many people. This is why the garden tool manufacturer STIHL has decided to bring forward the launch of its previously announced online shop. As of today, nearly all STIHL tools can be ordered online and delivered to your home.

"We have decided to bring forward the launch of our online shop planned for Spring without further delay, in order to offer our customers a point of contact for STIHL gardening tools, accessories and other STIHL products despite the comprehensive restrictions in the retail trade," says Norbert Pick, Executive Board Member Marketing and Sales, at STIHL.

On the new website, customers will receive the same expertise and professional service as when buying in a specialist shop. Those who have their tools delivered at home and want to put them directly to use will find the appropriate instruction videos and articles on the new site. There is also a section with project ideas and tips for your garden - from proper lawn care to DIY projects. Customer service is also available by telephone or e-mail for queries about the tools.

Strengthening the specialist trade right now

"Our specialist trade partners are fully integrated into the new e-commerce experience," Pick continues. With every purchase in the new STIHL online shop, the customer receives a recommendation for a nearby specialist dealer. Wherever the current situation permits, our representative can be consulted as usual, offering advice and professional service.

"For providing these services, the local dealer receives a remuneration from STIHL at the time of purchase. In this way, we are strengthening the position of the local specialist dealer". Further services such as online purchase and in-store pick up as well as instruction and guidance from the specialist dealer will be added soon.

The new website with the official online shop is now available at stihl.de.

Company Portrait

The STIHL Group develops, manufactures and distributes power tools for professional forestry and agriculture as well as for garden and landscape maintenance, the construction sector and private garden owners. The product range is complemented by digital solutions and services. Products are distributed exclusively through authorized dealers, including 38 sales and marketing subsidiaries, about 120 importers and more than 50,000 servicing dealers in over 160 countries. STIHL produces in own plants in seven countries: Germany, USA, Brazil, Switzerland, Austria, China and in the Philippines. Since 1971 STIHL has been the world's top-selling chain saw brand. The company was founded in 1926 and is based in Waiblingen near Stuttgart. In 2018, STIHL achieved a worldwide sales volume of 3.78 billion euros with a workforce of 17,122.

Your contact:

ANDREAS STIHL AG & Co. KG

Dr. Stefan Caspari

Head of Corporate Communications and Public Relations

Andreas-Stihl-Straße 4 / 71336 D-Waiblingen

Phone: +49 - (0) 7151/26-1402

Fax: +49 - (0) 7151/26-81402

E-Mail: stefan.caspari@stihl.de