

ABH Buys to Form Automotive Research Unit

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German market research firm ABH Marketing Service has taken over the automotive research division of BBE Retail Experts. Terms were not disclosed.

Founded in 1986, Cologne-based ABH provides research services to the automotive, consumer, retail, media and telecoms industries. It has its own CATI studio and a field team who conduct both face-to-face interviews and mystery shopping.

Its new division, which will be named BBE Automotive, will trade as a wholly-owned subsidiary of ABH. The new firm will retain all its existing employees, while Directors Gerd Heinemann and Michael Borgert will join ABH's management team. Borgert is now BBE Automotive CEO.

Web site: www.abh.de .

