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Researcher ABH buys BBE's automotive consulting unit

10 June 2010 | By [Robert Bain](#)

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GERMANY— Research agency ABH Marketingservice has purchased the automotive unit of business consultancy BBE Retail Experts.

As of last month the business is operating as BBE Automotive, with all staff remaining in place including directors Gerd Heinemann and Michael Borgert, who also join the management of ABH.

BBE Automotive plans to build out its expertise in the areas of consulting, training and research.

"Through this new combination, BBE's automotive experts receive valuable input from ABH's regular automotive market research," said Borgert. "It will also add to the market research capabilities of ABH Marketingservice."