

## Norbert Loskill president of Loewe Dealer Senate

### Long-serving president Heinz-Dieter Brökelmann steps down / international character strengthened

Kronach. – As every four years, the Loewe retail partners have elected a new Loewe Dealer Senate. In the process, its international character was maintained. The following members were elected:

- Jacqueline Posner, Frankfurt
- Michael Balster, Essen
- Jörg Brückner, Berlin
- Jürgen Grees, Ulm-Jungingen
- Raimund Kreil, Dornbirn, Austria
- Norbert Loskill, Castrop-Rauxel
- Hanspeter Manser, Dietlikon, Switzerland

At the constituent assembly the senators elected Norbert Loskill as their president and Jacqueline Posner as his deputy.

The Loewe Dealer Senate has been in existence for nearly 20 years now. All the Loewe retail partners elect seven of their fellow dealers as senators for a period of four years. This committee advises Loewe on many questions of marketing and sales policy – from direct mailing to price recommendations. The experience and ideas of the retail partners thus have a considerable influence on decision-making at Loewe.

The Loewe Dealer Senate meets at least four times a year. In order to further strengthen the contacts between Loewe dealers and their senate, the Dealer Senate has its own platform as part of the Internet-based Loewe dealer services (LHS). The exchange of ideas between specialist retailers and the Senate can thus take place on line at any time.

Speaking at the constituent assembly of the new Dealer Senate in Kronach, Loewe CEO Frieder C. Löhner thanked the departing senators for their fair and fruitful partnership. He paid tribute above all to the outstanding contribution by Heinz-Dieter Brökelmann who had chaired the committee from the beginning and was now handing over this task to a younger colleague. "Especially at times in which brands are of growing importance, the value of the special service and consultancy expertise of specialist retailers increases likewise", stated Löhner emphatically. "This partnership is one of the key pillars upon which Loewe's success rests, and the Dealer Senate plays a very important part in it."