

PRESS RELEASE

ACPS Automotive Services GmbH appoints new Director of Sales & Marketing

Mönchengladbach, 27 March 2026 – ACPS Automotive Services GmbH is strengthening its sales and marketing organisation. Marvin Keller, an experienced automotive expert, is taking up the position of Director of Sales & Marketing within the Aftermarket division of the European market leader in towbars.

Marvin Keller has many years' experience in the international automotive industry, particularly in the Automotive Aftermarket, and brings extensive market and leadership expertise to the company. Before joining the ACPS Automotive Group, Keller held various sales and management roles at Philips Automotive Lighting, most recently as Director of Sales for Northern Europe. In that role, he oversaw not only sales activities but also trade marketing for the region.

In his new role, he is responsible for the strategic development of Sales and Marketing, as well as Product and Data Management within the aftermarket business.

Strengthening the ORIS brand in the Aftermarket

"We are pursuing a very strong growth strategy, which we intend to drive forward further in the Aftermarket. This means further strengthening the brand of ORIS, raising its profile and further expanding our position as an innovation and market leader – particularly in the workshop and wholesale sectors, i.e. amongst our direct trade partners," said Keller.

The aim is to convey the company's technological strength even more visibly to the Aftermarket and to further raise the profile of the ORIS brand. "Ultimately, the message must be firmly established in people's minds: if I need a towbar, I want ORIS."

OE expertise as a differentiating factor

A key driver in this is the consistent integration of Original Equipment and Aftermarket expertise: OE know-how and quality standards are specifically translated into genuine added value for garages and the spare parts trade.

Workshops, retailers and motorists thus benefit from exceptionally high quality, precise fit and clever, innovative solutions that are not only exceptionally safe but also convenient.

At the same time, ORIS is strengthening its brand awareness in the Aftermarket through close collaboration with workshops, spare parts retailers and end customers.

ACPS AUTOMOTIVE

With the appointment of Marvin Keller, ACPS Automotive Services GmbH is underlining its strategic focus on sustainable growth, brand proximity and technological leadership in the European Aftermarket.

About us

ACPS Automotive Services GmbH is part of the ACPS Automotive Group. With 70 years' experience, over 2,200 employees and four production facilities, ACPS Automotive is today the technology and market leader in towbars for cars, SUVs and light commercial vehicles in Europe. More than 140 patents testify to the company's innovative strength, which plays a key role in shaping technological progress in the field of towbars. As a developer and manufacturer of transport solution technologies, ACPS Automotive sets standards at its headquarters in Germany and at its eleven locations worldwide.

All leading car manufacturers rely on the innovative towing solutions from the ORIS brand. The company applies its original equipment expertise, with its innovative and safe solutions, to the independent spare parts trade and independent workshops (Aftermarket). ORIS towbars provide a particularly safe and convenient connection between vehicles and caravans, bike carriers, boat trailers and horse trailers, for both private and commercial use. The ORIS brand has always been renowned for its high-quality products with unique selling points such as the patented FIX4BIKE® system or the first fully electric retractable towbar for retrofitting, the ORIS_E3.

ACPS Automotive was founded in 1955 near Stuttgart, Germany, and is known in Europe under the ORIS brand. In 2024, the company generated an annual turnover of around 440 million euros.

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