

History and roots of



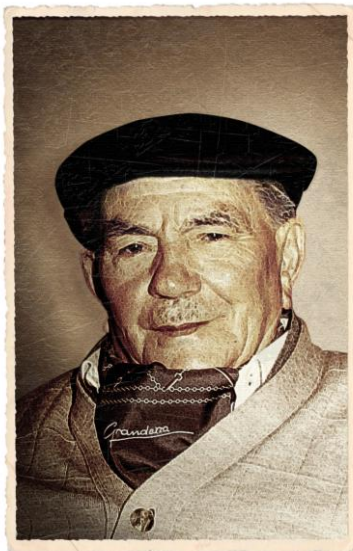
CARLHOF

The name CARLHOF is a homage to Carl Hofele
“ 110 Years Family Tradition in Automotive and Aviation
Technic!”

- 3 Generations of Inventors, Technic and Design -

The „Hofele-Family History“ was often in touch with Mercedes-Benz
The First Generation: Carl Hofele (1896 – 1983)

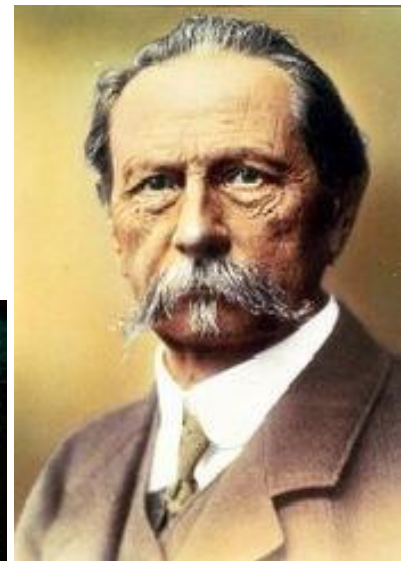
1915: Carl Hofele was born in 1886 and learned in the early years of the last century, how to construct and to do the service of Benz airplane engines at Carl Benz & Cie. in Mannheim-Waldhof. Benz was the inventor of the first automobile (car) in the world. The „Hofele-Family History“ was often in touch with Mercedes-Benz.



Carl Hofele

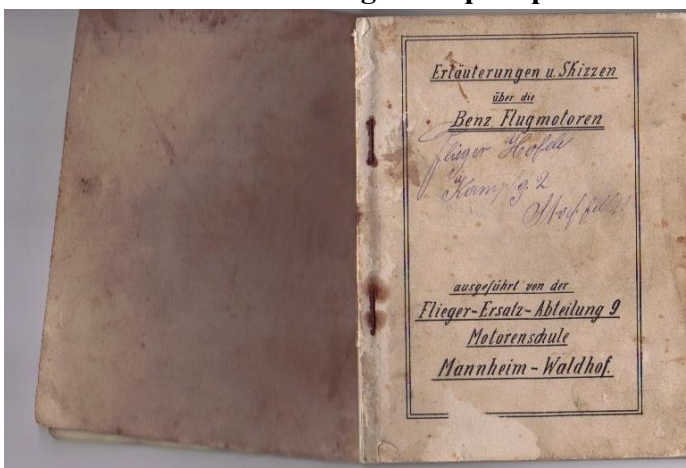


company sign of Benz & Cie 1915

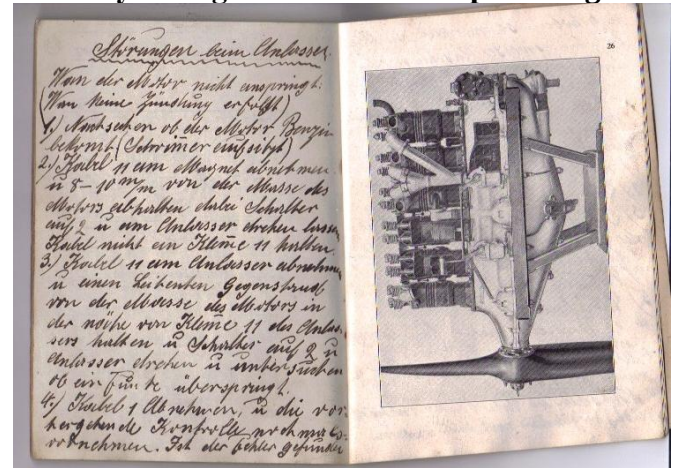


Carl Benz

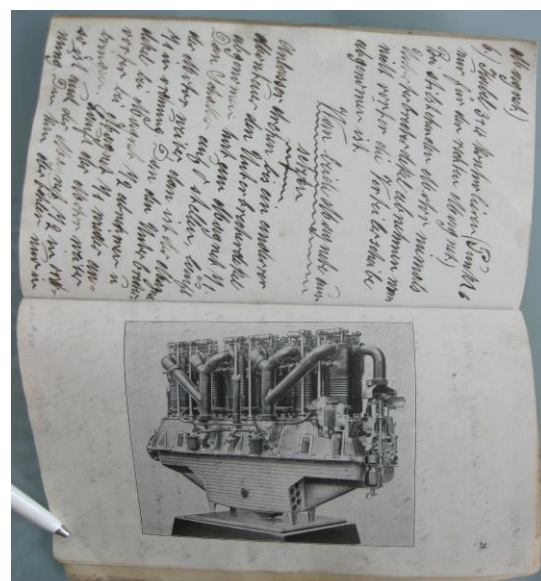
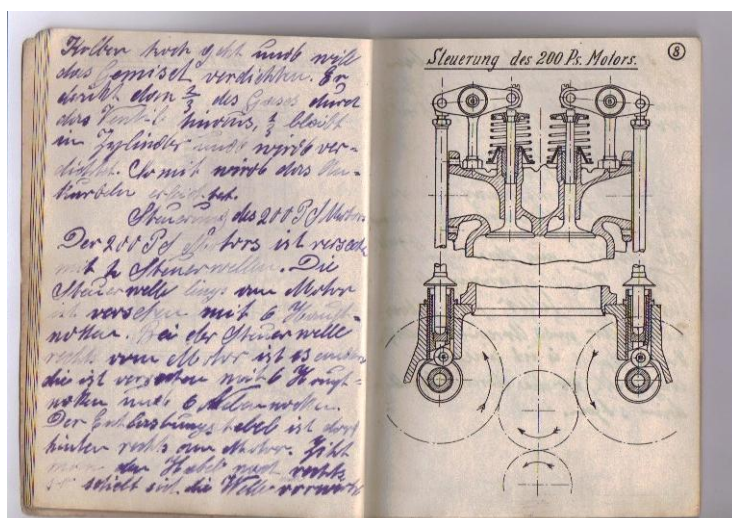
1915 Carl Hofele's original report portfolio about a very strong 200 HP Benz-airplane engine



Cover of report portfolio



interior of report portfolio



We still have the original report portfolio from Carl Hofele with personal comments from 1915 at Benz & Cie.



Carl Hofele, the Aviation Pioneer

1927: Carl Hofele becomes a pioneer of airplane construction.

Together with Wolf Hirth (from Kirchheim) he constructs gliders of his own.

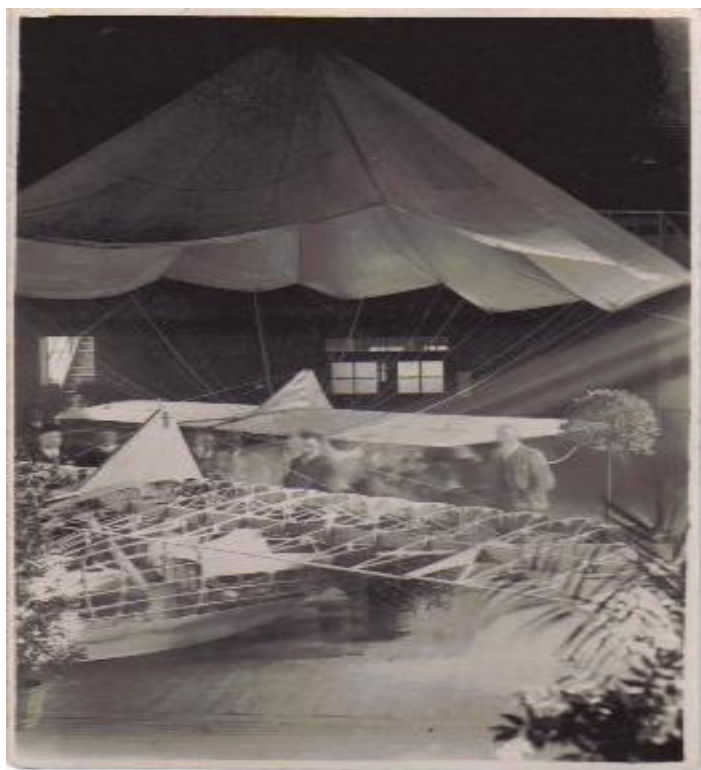
About Aviation History in general: The brothers Wright built in the year 1903 the first real airplane and it was an airplane with motor and wooden propellers. The „Wright Flyer“ was the first sustained flight with a powered, controlled aircraft. In the years after the first world war for Germany it was forbidden, from the Allied Forces, to use airplanes with motors.

In fact of this reason, the German aviators looked to an alternative method of flying without motors. Karl Hofele was one of this fascinated Aviation Pioneers: He looked into the sky, watched the flying methods of the birds and thought „it must go without a motor, as well! “

Then he decided to start the engineering of an airplane glider and after 1 years work and a lot of construction plans and blue prints, the first construction of a flying glider was done. It was done with the cooperation of an other great aviation pioneer and glider specialist, Mr. Wolf Hirth, who lived not far away from Carl Hofele.



Carl Hofele's first own designed and constructed airplane



frame of airplane without cover, in Turnhalle Donzdorf



Die Anfänge des Segelflugzeugherstellers Schempp-Hirth in Göppingen behandelt ein Vortrag von Karl Buck am heutigen Dienstag im Museum im Storch. Beginn ist um 19.30 Uhr. Im Bild: Flugzeugbauer und Luftfahrtpionier Wolf Hirth 1938 in seiner Gö 1 in Japan. Foto: Archiv

Wolf Hirth in an early glider



Airplane naming ceremony of Carl Hofele's first airplane in 1928, in the garden of Restaurant 'Becher' in Donzdorf



1928:

Carl Hofele founded the „Fliegergruppe 1928 Donzdorf e.V.“ and he was the leader of this club for many years.

The “Fliegergruppe 1928 Donzdorf” was a very early Aviation Club in Germany. They engineered and built own gliders and air planes.

This Aviation Club is growing a lot in the past over now nearly 100 years and today it still exists. Today this Club has a club owned smale airport with tower, hangars, meeting rooms and a restaurant on the mount Messelberg near Donzdorf.

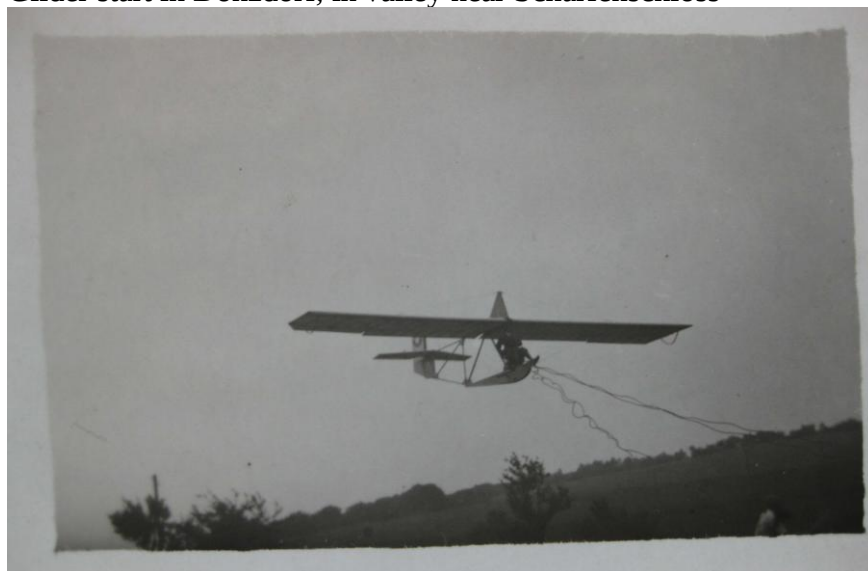


Airplane naming ceremony 1930 of the glider „Zögling 35“ in the park of Donzdorf, castle
(Carl Hofele, is the 1. person on the right side, his wife Ottilie beside and his son Bruno as child between them)

1928 – 29 First starts of the new Gliders, pulled into air with a long rubber band.

Glider start in Donzdorf, in valley near Scharfenschloss

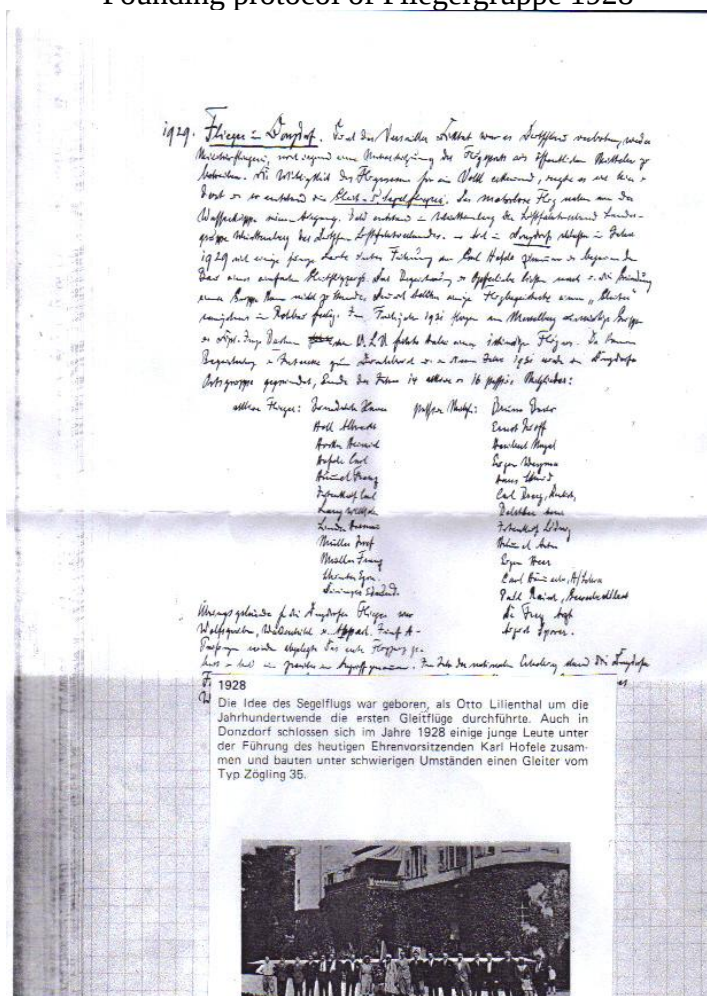
right: Schugleiter SG 38





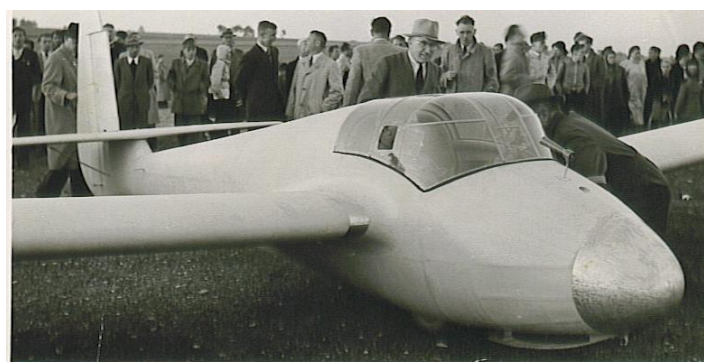
Several photos of Fliegergruppe Donzdorf

Founding protocol of Fliegergruppe 1928 - Founder and first Board Chief Carl Hofele



Below: little boy is Bruno Hofele

Carl Hofele watched the birds and said: "it must go without motor"





**The ‘Fliegergruppe 1928 Donzdorf’, founded by Carl Hofele, will become
100 years old in coming 2028!**

**This is one of the oldest Aviation Clubs in Germany and they have their own Airport,
with permanent runway, tower, hangars and restaurant – ‘Donzdorf Messelberg Airport’**





Event at Donzdorf Messelberg Airport: 'PORSCHE presents 50 years Turbo'



Photo Shooting on the Runway of the Airport for HOFELE-DESIGN Mercedes G-class





The Second Generation: Bruno Hofele (1927-)

1946 to 1949

Bruno Hofele



1946 Bruno Hofele worked as a 19 years old young “engineer trainee” at the machine tool company „Böhringer” in Göppingen and prepared himself for the engineering school in Esslingen.

Bruno Hofele was trained in all departments, but especially in the technical design office.

There he participated in the designing and engineering of the new Unimog.

The Unimog was engineered and designed and produced by engineers of former airplane design departments, at company “Böhringer.”

In 1951 the Unimog and his revolutionary concept was acquired by Daimler-Benz and is still built in-house today.



original Böhringer-UNIMOG from 1949



This presentation here is for the 'Automotive Line' of the HOFELE-Family. But:

- From 1950 onwards, for a time line of about 40 years,
HOFELE family had a separate Line of Business Activities in
- Textile (Webwaren-, Wirkwaren-Produktion, Gardinen, Tarnnetze)
 - Camping Cars (Wohnwagen, Wohnmobile)
 - Prefabricated houses (Fertighäuser)



Dorothee was involved in the Textile Line.



But this Line is not part of this Presentation, it's too much information.

- It is in a separate Presentation -



1978: The supervisory board of Daimler-Benz chooses the ‚STAUFERLAND‘ (the brand name)-Ski-Box of Hofele for their own official company cars. Over many years, Hofele has been providing these boxes to the Daimler-Benz management board.

1979

The German cross-country skiing team was equipped with Ski-Boxes from „STAUFERLAND“ / Hofele and drives them for many years to international competitions and races.





**Bruno Hofele in the year 2017
in his company office at Hofele-Design GmbH, he was Head of Finance.**



**The CEO of the Chamber of Commerce (IHK), Mr. Imgard, presented Bruno Hofele with a certificate honoring him for '25 years of active service to the company, after his retirement'.
Such an honor had never been given before.**

**Bruno worked until the Covid pandemic started in 2020, when he was 93 years old.
From left: Michael, Mr. Imgard, Bruno and Martin Hofele**



The Third Generation: Martin, Jürgen, Dorothee and Michael Hofele



From left: Martin, Jürgen, Margot, Bruno, Dorothee, Michael Hofele



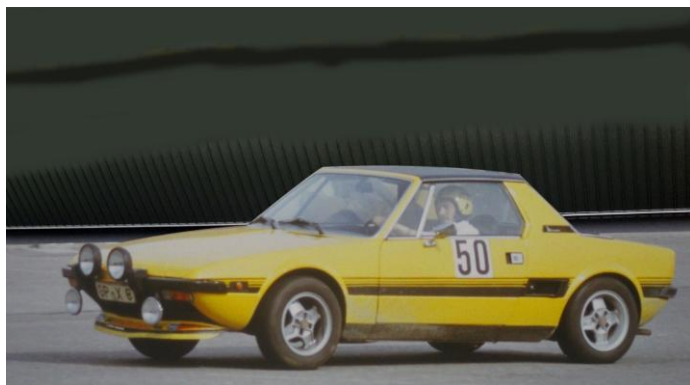
The complete HOFELE-family in 2009, Bruno & Margot Hofele with 4 children and 9 grand childs



Martin & Michael Hofele and the beginning of ‚HOFELE-DESIGN‘



1974: With getting the driving license the Hofele-Brothers took part in regional motor sport events.



1976: Slalom-Race + Rallye with Michael Hofele on Fiat X 1/9 and NSU TT with Hofele-Tuning





**1978: Rallye on VW Golf GTI with 2.0 l Oettinger-engine and Hofele design painting and tuning
Drivers: Martin and Michael Hofele**

Michael Hofele, 1976, at the race course of Magny Course, France



**1979: Rallye on Fiat-Bertone X 1 /9 Five Speed with Hofele tuning parts:
drivers: Michael & Martin Hofele**

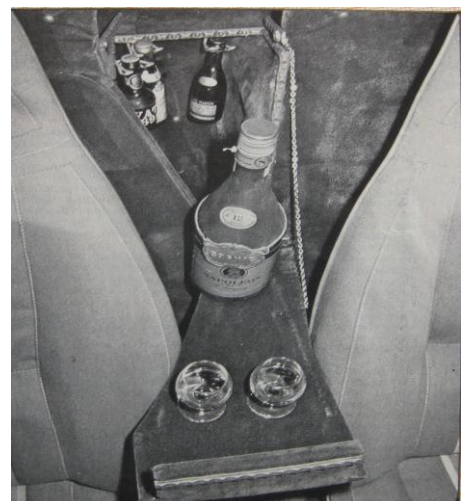
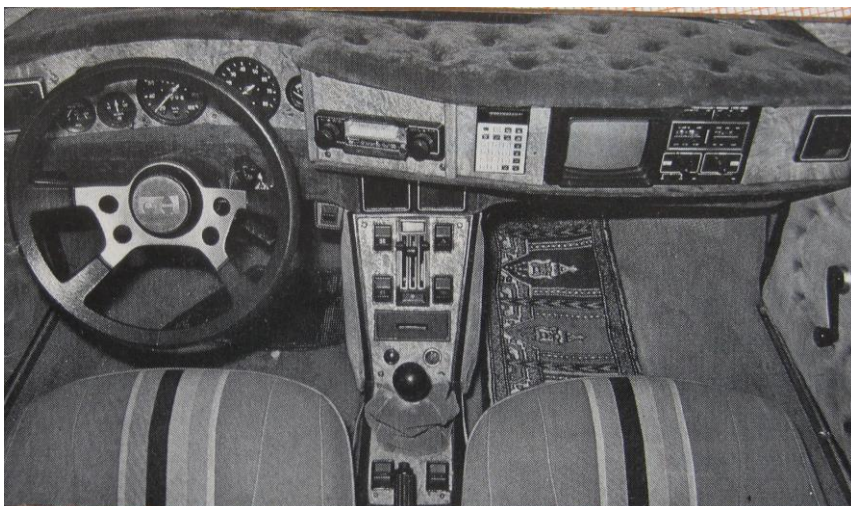




At first, it was the private cars of Martin and Michael Hofele that have been rebuilt and “tuned”:

- Fiat-Bertone X 1/9 with changed front and special painting in copper/ dark brown metallic.
- Converted great Luxury Interior with new formed dashboard in burl wood, an integrated
- Bar with glasses and bottle case, board computer and an installed TV.

Fiat-Bertone X 1/9 , converted into a luxury sports car.





1980: **The Hofele-Brothers constructed and build (handcrafted by their own) the first and only Full Cabriolet of a Fiat-Bertone X 1/9 (without Targa rod).**

With a foldable, real soft top for rainy days.

In total, Hofele has built three cars as Full Cabriolet.

Additional this special car had a front spoiler, rear spoiler, wheel arches, wide alloy wheels, special painting in Permute White and Dark Blue met, with golden lines.

It was a very special, solitary car version and fully homologated by German TUEV.





1. 11. 1983:
The company “HOFELE-DESIGN, Martin Hofele GbR”
was founded by Martin Hofele.

Object of business: „Development, production and sales of car accessories and special car versions.”

The Hofele-Brothers started their business in their father’s double garage, where they rebuild and modify cars. On weekends, father’s garage was at the same time the “paint shop” for the Hofele special paintings.

Later on the garage was rebuilt with shop windows and the first Hofele-Design Sales Shop was born. The business could start officially.



The first car of the young company is a Mercedes 190 E, for which an engine hood in SL-Style and a body-kit were developed. D&W in Bochum was one of the main customers from the very beginning.

Hofele-Design starts to develop and produce a wide range of double headlamp lights, which at that time signal High-Tech and „en Vogue“.

This HOFELE-program was offered and sold by D&W and the AEZ – a national group of big wholesalers for car accessories and spare parts,

Suche privat BMW 320i, Bj. 83, für August 83, Chiffre Mk 9/17350.
02 III, 74er, für DM 6850,-, orig. neu aufgebaut, ATM, RC, Recaro, Color, PSF, Sperr, Fr. + Hakenkoll. v. Ex.

Doppelscheinwerfer-Grills

inkl. je 2 Halogen-Haupt- und Fernscheinwerfer, Binnon, Kabelsatz, Relais, schwarz, lackierfähig, Einfache Selbstmontage, TÜV-entsprechend.
– für BMW 3er Serie, Zweig, original BMW, Niero kann erhalten bleiben
DM 478,-
DM 488,-
DM 488,-
– für VW Golf
Versand per NN, unfrei
MH-Design Postfach 65 7322 Donzdorf

Kaufvertrag abzug., LT
BMW gesu
BMW 745 i,
trische Fen
heizung, J
Kocher, Te
323 i JW, a
stein-FW. v

AEZ AUTO ZUBEHÖR BÜRO

Besser sehen.
Besser aussehen.

Hofele Doppel-Scheinwerfergrill.

Hofele-Design

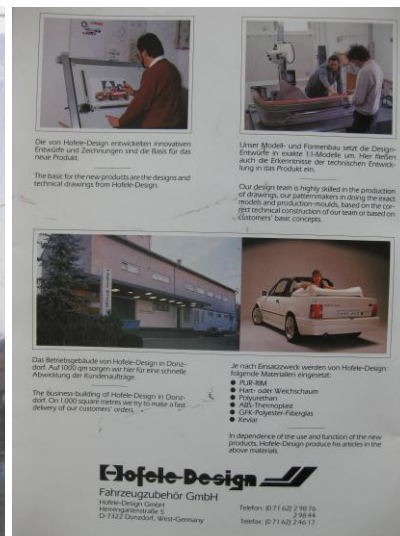
AEZ AUTO ZUBEHÖR BÜRO

Wir zeigen Ihnen Doppelgrillen
ausserhalb der Reihe. Sie werden
sich für den besten sehen und
dann die anderen nicht mehr
sehen. Das ist unser Ziel. Wir
haben das schon seit
Jahren erreicht. Sie werden
es auch.

Hofele-Design



1987: Re-location to a rented and larger office building and warehouse with in total 1.200 m² in Donzdorf, Herrengartenstr. 6.



1988 – 92: Developing Products by HOFELE-DESIGN



Martin Hofele controlling the making of a Frontbumper model



Michael Hofele drawing the design sketches



1988

TECHNO Group

The purchase company of the 160 biggest German Car Dealerships gave Hofele-Design the order to develop and produce a full range of complete Body-Kits for Ford, Opel and VW Golf and the brand name was 'LOBO'.

Heraus aus der Masse

Lobo, ist professionelles Spitzen-Tuning. Eigenwillig und faszinierend. Gemacht für Individualisten. Lobo, ist überzeugendes Design und konsequente Entwicklung bis ins Detail. Jedes einzelne Tuning-Teil wartet auf. Bringt Nutzen, Wirkung, Freude – begeistert. Ist exklusiv. Viel preiswerter als Sie glauben. Ist mehr als nur sportlich aktive Autodynamik. Ist Lobo!

Jedes einzelne Tuning-Teil ist aus hochwertigster Werkstoff gefertigt. Durch die Formgebung und die Materialwahl wird die Abstraktion der Form, die Schönheit der Linie und die Harmonie der Proportionen erreicht. Die perfekte Synthese zwischen dem sportlichen und eleganten Aussehen.

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Die Kunststoff-Formteile werden lediglich wie eine zweite Haut über die Serien-Stoßstange gestülpt. Die Original-Stoßstangen können daher am Fahrzeug verbleiben.

Der Lobo, Stange gibt dem Serien-Stoßstange eine neue, sportliche Linie. Das ist ein sportlich starkes, eine tolle, macht Autorität. Durch die eingetragene Kühlluft wird der Lobo, der für hohe Leistungen erforderliche Kühlluft zugeführt.

Ein sehr sportlich professionelles, im Motorsport bewährtes Material bildet die originale Stoßstange und stellt sie als Nachfolgerin der Serien-Stoßstange dar. Durch die Entwicklung des Angebots wird die Lobo, Stange nicht nur als funktionale, sondern auch als optische Ergänzung und damit eine optimale Ergänzung des Lobo, Stange gefertigt und ist gut zu tunen.

Die Montage der perfekten Lobo, Stange ist für den Fahrer, ist faszinierend und wird als Stange schnell und einfach zu tunen. Die Lobo, Stange ist bereits grundlegend und ermöglicht es, ein hochwertiges Fahrzeug zu tunen. Lobo, Stange – ob als Stange oder als Lobo, Stange – sind in aufwendiger Ausführung vom TÜV geprüft und zugelassen.

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Lobo.
PROFI-TUNING

Spitzen-Tuning für Ihren Sierra

Heraus aus der Masse



Lobo.
PROFI-TUNING

SPITZEN-DESIGN UND PERFEKTE TECHNIK FÜR IHREN ESCORT



Für alle Escort III-Modelle ab 3/86 gleichermaßen zu verwenden.
— Basismodelle, XR3i, Turbo, Cabrio —

Das Lobo können das herausragende Design wird in seinem Gefüge für die individuelle Linienführung des ESCORT sichtbar. Das bestehende Gefüge, eine Fortführung der Gesamtkonzeption und harmonische Proportionen. Eine gelungene Kombination von Stil und Funktionalität. Überzeugend die professionelle Synthese zwischen dem sportlichen und eleganten Aussehen.

Lobo ist die geschützte Tuning-Markte der Handgruppene K.G. TECHNO-ERKAUF GmbH & Co.

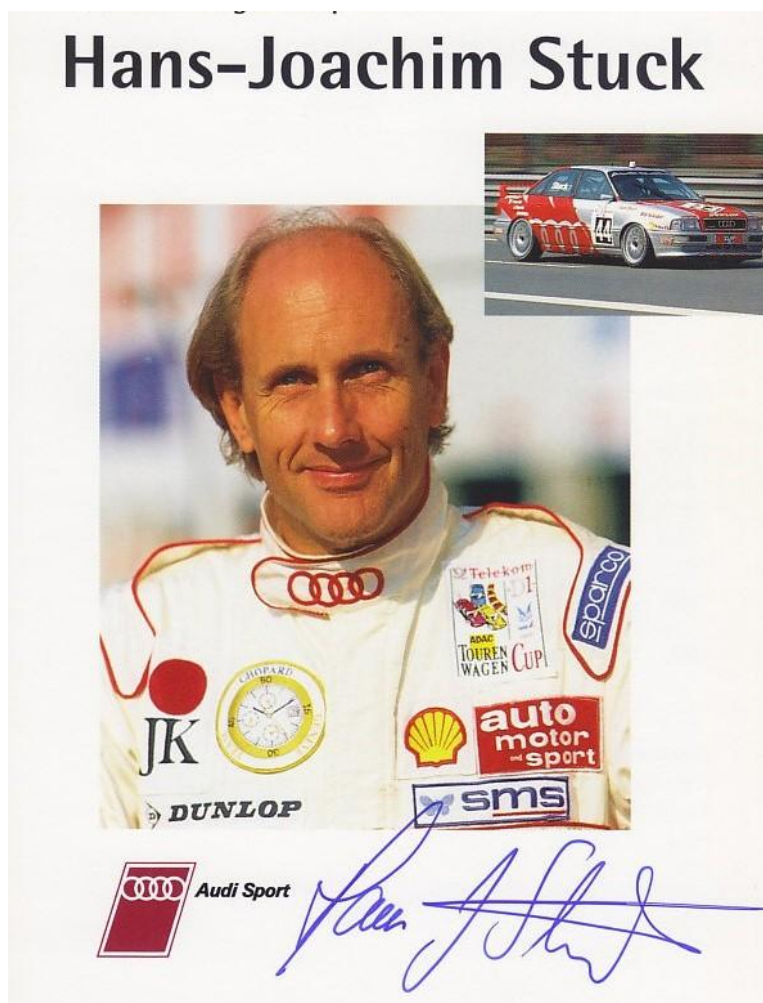
Frontspoiler
Die Kunststoff-Formteile werden lediglich wie eine zweite Haut über die Serien-Stoßstange gestülpt. Die Original-Stoßstangen können daher am Fahrzeug verbleiben.
Bestell-Nr. 3951

Exklusiv bei Ihrem TECHNO Partner.

TECHNO



Hans-Joachim Stuck



The official Dealer- and Press Presentation of this 'LOBO'-Line was 1988 at the 'René-Staud-Studios' in Leonberg.
Presenter and moderator was the famous race driver and former F1-driver Hans-Joachim 'Stritzel' Stuck.

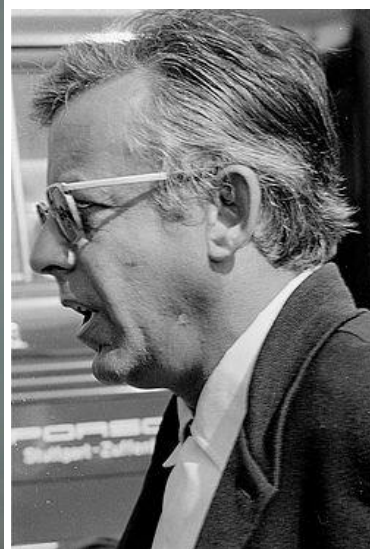


1989 -1990:

Middle 1989 HOFELE hat Concepts for an Up-grade to a more modern style for East German cars Wartburg and Trabant and offered this to the DDR Ministry of Foreign Trade.

The Ministry wanted to buy these Concepts, but the payment should be done in tomatoes, what HOFELE refused.

But on 9. November 1989 the 'Wall' fell and HOFELE started this concept by his own and offered Styling Parts for TRABANT in the DDR from January 1990 directly



It was reported about this first 'Tuning of a Trabant' in a lot of Newspapers (BILD-Zeitung), Magazines, TV (Tagesschau and 'Das Rasthaus' mit Rainer Günzler (photo)).



tagesschau



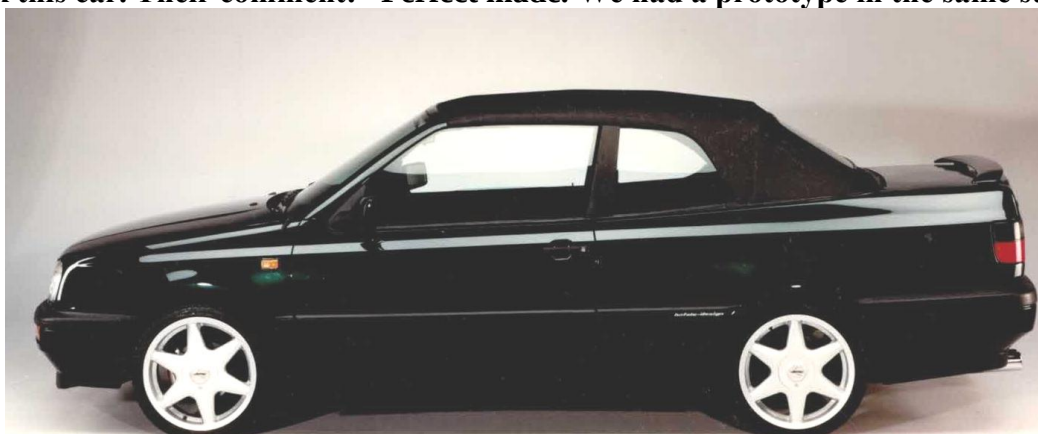
- 1994:** Hofele-Design developed an innovative Double Headlight Grill for Volkswagen VOTEX directly. With Valeo-FF light techniques (identical with the headlights of the Ferrari Testarossa) for the VW Golf III.
- Approximately 16.000 complete Headlamp Grills with 60.000 pieces of the headlights were made by Hofele directly for VW and the worldwide Volkswagen-accessory program.



- 1995:** HOFELE-DESIGN engineered and designed a Golf III Cabriolet Long. It was 30 cm longer, had a longer trunk and this had a trunk volume of 500 liters. 2 cars (Red and British Racing Green) were built and shown on the IAA show in Frankfurt.

The first day of this biggest car show, the BILD-Zeitung printed a photo of this HOFELE Golf Cabrio Long and titled on their front page: "VW warum nicht gleich so!"

The following day the Volkswagen Works sent 2 engineers to the HOFELE stand to see and check this car. Their comment: "Perfect made. We had a prototype in the same style."





ZUWACHS-RATE

Mit Teilen aus dem VW-Programm, baut die Firma Hofele Design ein „Familien-Cabrio“ auf Golf-Basis.

En VW Golf Cabrio ist sicher eine schicke Sache. Für den Wochenendausflug, zu viert oder einer Urlaubsfahrt mit Freundin oder Frau. Doch wehe man bekommt Nachwuchs, dann scheint es mit der Herrlichkeit vorbei. Gepäck für drei oder vier Personen findet im etwas knapp bemessenen Kofferraum nur mit Mühe Platz – und der Kinderwagen?

Die Firma Hofele Design schenkt diesem Problem Abhilfe. Auf der Basis eines normalen Golf Cabrios wandelt man, mittels einer Heckpartie des VW Vento, den Kompaktkwagen zur Limousine um. Somit steigt das Kofferraumvolumen auf 500 Liter an.

Die Technik des Woltburgers bleibt bei diesem Eingriff unangetastet. Lediglich eigens entwickelte Zwischenstücke für Bodengruppe und Karosserie sind nötig, um das Vento Heck

anzuhängen. Alle Teile sind natürlich aus Blech gearbeitet, werden fachgerecht angebracht und versiegelt.

Der Golf wird um 36 Zentimeter länger und verträgt sogar 100 Kilogramm mehr Zuladung. Der Elektroantrieb und der Kasten des Verdecks bleiben unverändert.

Ausgestellt war dieses Fahrzeug der Firma Hofele auf der Automechanika in

Frankfurt – leider momentan erst als Studie. Die TÜV-Prüfungen hat das „Vento-Cabrio“ jedoch komplett überstanden. Je nach Nachfrage, kann man bei Hofele Design die Fertigung beginnen. Zwei Wochen werden dann die Umbaumaßnahmen in Anspruch nehmen. Der Preis bei Anlieferung eines Golfs dürfte so etwa um die 10.000 Mark liegen.

Sicher ein faires Angebot für ein Familienfahrzeug.

Also keine Bange, falls sie Zuwachs bekommen sollten. Lassen sie ihr Golf Cabrio doch einfach mitwachsen.

J. Übler

AUTOTUNING-SERVICE

Hofele Design GmbH
Hemengartenstr. 5
73072 Ditzingen
Tel. (0 71 62) 2 98 76





In the 1990ies:

Beside the Brand and Department HOFELE-DESIGN for HOFELE-branded Design Car Accessories, worldwide offered by Hofele-Import-Dealerships in 41 countries, it was started the Department 'Hofele-Industries'.

In this department the developed and produced products were not named by HOFELE, they were named by the partner companies, which ordered this service.

HOFELE INDUSTRIES was partner of the automobile industry.

HOFELE develops parts and accessories and produces them for

- Volkswagen AG –worldwide
- Volkswagen of America (10.000 sportive double tailpipes for VW New Beetle)
- AUDI AG
- Suzuki Germany + Suzuki Europe
- Mitsubishi Germany
- Hyundai Germany
- HELLA lights
- Mazda Germany + Mazda Europe

Mazda NX5 Speedster





**Ford Germany: Concepts and Design Studies (like below) for Ford
Concept Car by HOFELE based on Ford Focus**



**1995: Hofele-Design developed and produced for Madza Germany
A very successful special car model: 2.000 cars of the
Mazda 121 GOLDY**





Mazda Goldy was the concept of a 'Girls Car', created by HOFELE in cooperation with Mazda and HARIBO. It was promoted by the famous TV-moderator **Thomas Gottschalk** and HARIBO.

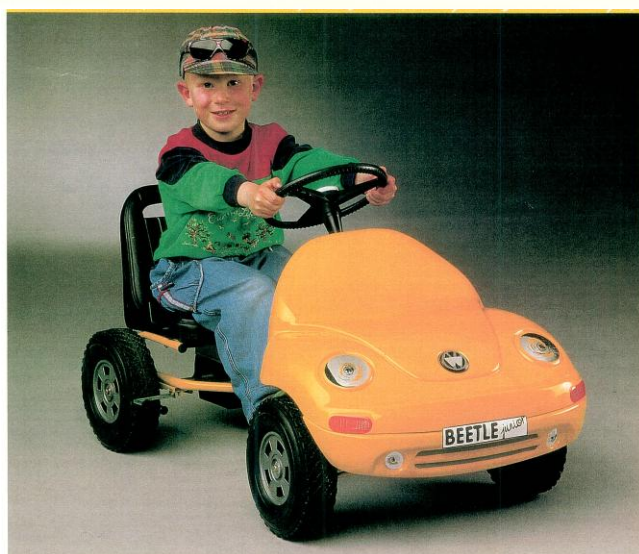
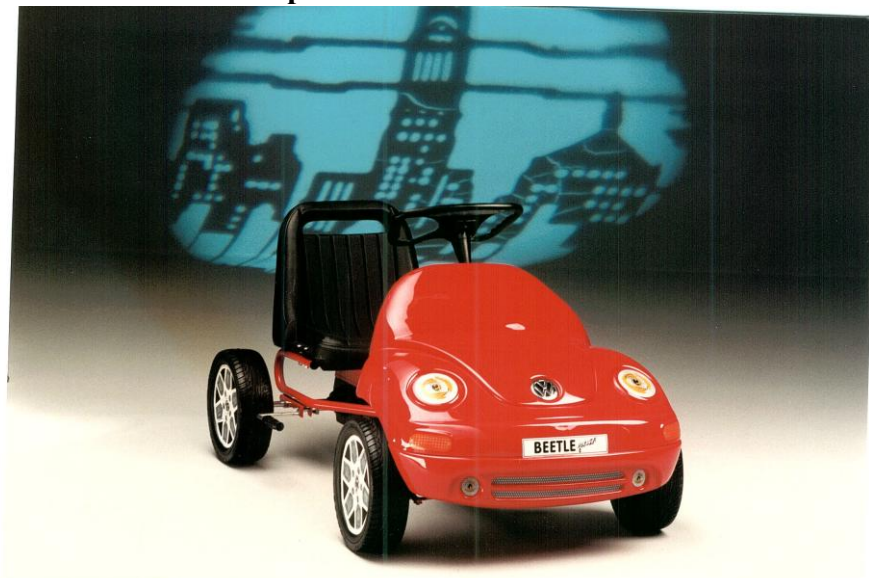


Hofele-Design created this concept as a 'Girls Car' in the 'Teddy Bear Look', Martin Hofele modelled the all-new Bear Wheel Cover. HOFELE produced all accessories for this car in the "Teddy Bear"-Look, including wheel covers in Teddy-look and a huge plushy toy TEDDY.





1998: **HOFELE designed and produced officially for the VW AG –
VOLKSWAGEN WORKS,**
for the market introduction of the NEW BEETLE, for all European VW-Dealers
4.000 of the “Beetle pedal cars” for childs.



HOFELE-INDUSTRIES produced for Volkswagen of America
10.000 sportive Double-Tailpipes for VW New Beetle





HOFELE-INDUSTRIES produced for **Volkswagen of America**



Classic Style Dials and leather hood for New Beetle

2000: The HOFELE-logo was revised to this styling:





Between 1993 and 2003: Next Trendsetter!

HOFELE was the first company developing a program of real Sport Tailpipes.

Tail pipes which looks exactly like the Endpipes of a Sport Muffler.

The program got the brand name EVOPARTS



HOFELE produced in these years ten thousands of these Sport tailpipes 'EVOPARTS'



And one of the biggest clients was ATU in Weiden





2000: Next Trendsetter!

Hofele-Design engineered and built a new Show-Car: „Audi TT Spyder“
It was presented at the “Auto Salon” show in Geneva 2001.

The young designer David Napoleon Genot designed for HOFELE this ‘TT Spyder’- Later David Napoleon Genot was the leader of the Design Studio of Kia and now HEAD OF EXTERIOR // Geely Innovation Design Center. Milano





2000: ‚Hofele-Design‘ moves into the newly built and own big Hofele facility, with office building, production, warehouse and technical development center.
It is located in the town Donzdorf, Hermann-Schwarz-Str. 11, in Germany.



Other Trendsetters from HOFELE-DESIGN:



JURA-Coffee machine in CARBON-Style



Swimming Noodle ‘FlexiFun’



2000: **Product Program change: New program for Luxury Limousine**

Full range of accessories, wheels and mufflers for Audi A8 D2:



2002: Hofele-Design presented on the Auto Salon in Geneva the first idea of a **“Single-Frame”-Front Grille at an Audi.**
The idea was born as a homage to the Auto Union Type D racecar from the 1930th.



2002: Hofele-Design develops a complete accessory product range for the new Smart Fortwo. Even before Brabus did so.



2003: Due to better marketing opportunities along Mercedes dealerships, this Smart product range is being sold to the company Lorinser Sportservice Mercedes-Tuning.

