



2003 - 2004: For AUDI A8 D3

Body kit with Single Frame-front bumper and a full range of accessories



2003 -2004: VW Touareg I: full range of body kit and car accessories for the VW Touareg I



HOFELE as partner of 'Swiss Racing Team' in a Prototype Race in Hockenheim





2004: **VW-Volkswagen Works** in Wolfsburg tested and listed a complete body kit, muffler system, interior parts and accessories for Golf V as worldwide listed VW-products:



2003 – 2007: during these years Hofele-Design makes all new designs for **,LORINSER‘ Sportservice** and developed body kits and sport exhaust systems for ‘Lorinser‘ Mercedes Tuner.



HOFELE made the design for “Lorinser”-Tuning for the models: CLS, SLK, S, A, B, ML,

2004:  becomes a **Luxury Brand** for AUDI and the High End cars of VW Volkswagen, like VW Phaeton and Touareg.



VW Phaeton as “Hofele Mythos” in a Bentley-look,

VW Touareg Facelift



Porsche Cayenne I - type 957 - with full **HOFELE** modifications

2007: 'HOFELE CHINA' was started!

One of the most important steps for the company HOFELE:

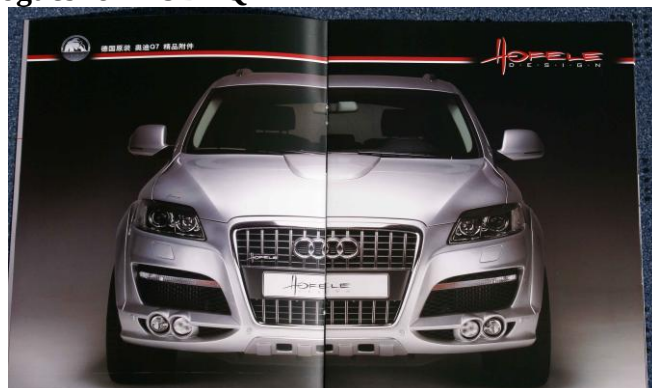
In cooperation with its Chinese partner in Dalian „Hofele China“ starts the sales of the big Hofele product range for Audi and VW in China.



Chinese HOFELE catalogues AUDI Q7



Chinese HOFELE catalogues for AUDI Q7



Martin and Michael Hofele at the support of the **Olympic Games 2008 in Beijing**

2008: additionally to its product range for the brands „Volkswagen“ and „Audi“
HOFELE-DESIGN starts in the year 2008 the development for a new
product range for the „Porsche“ car range.



Porsche Boxster I



2010: The new Hofele Building with “Glasshouse” was finished.
The new Glasshouse contents conference rooms, visitor’s launch and show rooms for
the growing HOFELE-DESIGN brand.



Audi R8 + “Hofele Mythos”, based on VW Phaeton V8



Showroom + meeting room in Donzdorf with a

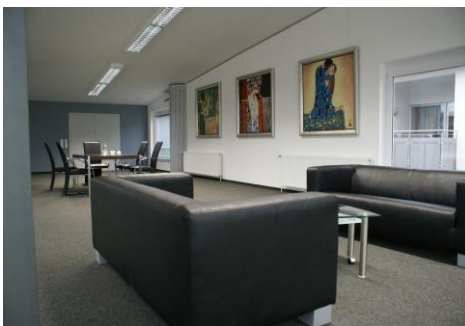


Hofele “Mythos” Limousine V8, in style of Bentley-Look,
- based on VW Phaeton

series of interesting Artist’s Oil Paintings



Visitor’s Lounge



2010: Awards Ceremony of the greatest European Motor Magazine Publisher:

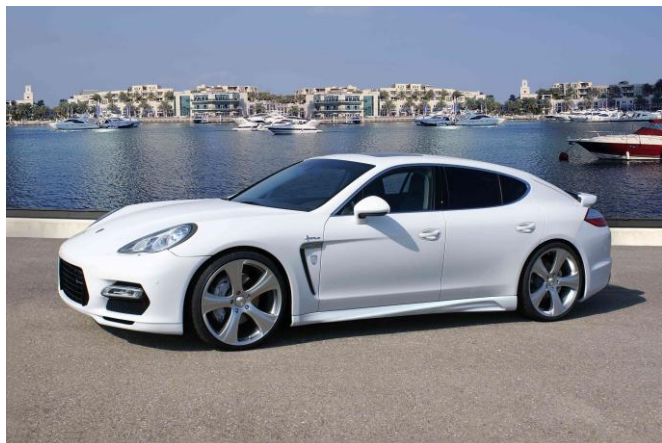
“Sport Auto” Award for HOFELE-DESIGN with the “RS8”-Concept, based on Audi A8





2010 – 2012: HOFELE-DESIGN starts the great ‘Luxury Development Strategy 2013’ to rise up the brand **HOFELE-DESIGN to the league of the international Top Luxury Tuners**

2010: Development of a complete body kit and technical equipment for Porsche Panamera



For Audi R8



2011

‘Shanghai RA Auto Show’ - HOFELE booth

Biggest honor for HOFELE in China: Michael Hofele was asked to participate as one of two 'long noses' in the official opening ceremony of the Shanghai trade fair.





**Audi A8 D4 with HOFELE-DESIGN “RS8”-Body kit and new Bentley-Style leather interior.
This Photo shooting was made in New York.**



Audi A5 (left side) + Audi TT (right side) with Hofele-Design Body kits



HOFELE in-house Design-Studio



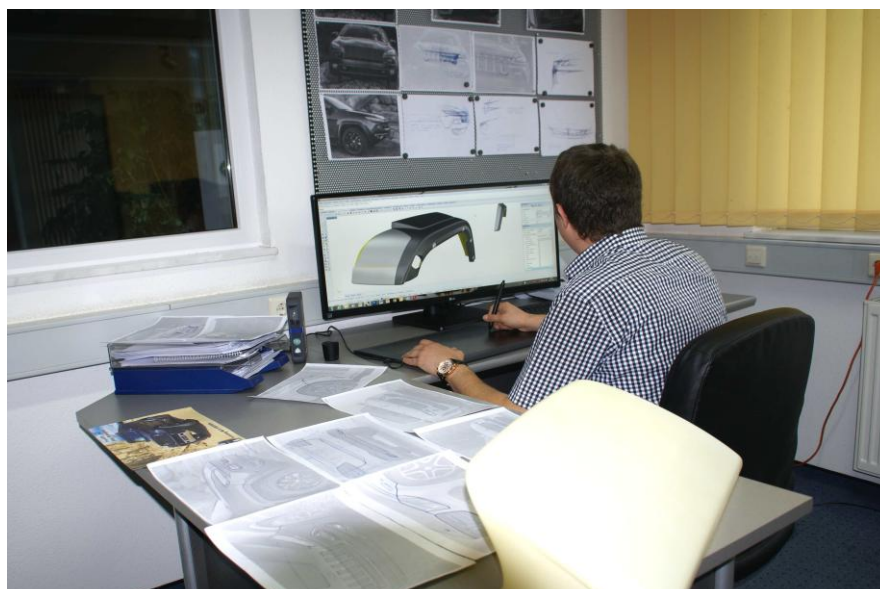
Martin Hofele – Automotive Designer Eduard Ackermann – Michael Hofele



First step: Design ideas and Design Sketches by Hofele-brothers and Designer



Next step: Scanning the car body to get base data for CAD engineering



Next step: Designing and engineering of new product at CAD engineering



Auto Salon Geneva / Geneva Switzerland 2012 Stand of HOFELE-DESIGN in hall no. 2





Complete Car Conversion Concepts and Show Cars: 'Art in Motion'

Unique Concept 'Art in Motion': Real Art Paintings of an artist – Sigmund Winkler – integrated in the car interior, on dashboard and door panels.



Sigi Winkler





2012: HOFELE-DESIGN tests front bumpers in an official Crash Test by TUEV Germany
With positive Crash Test results we could get access to the European Car Part Homologation.
Hofele Design is certificated as company for German- and European Homologations.



left: Audi A8 D4 with HOFELE SR8-front bumper in Crash Test ceremony

middle: Crash Test Machine of TUEV-text center

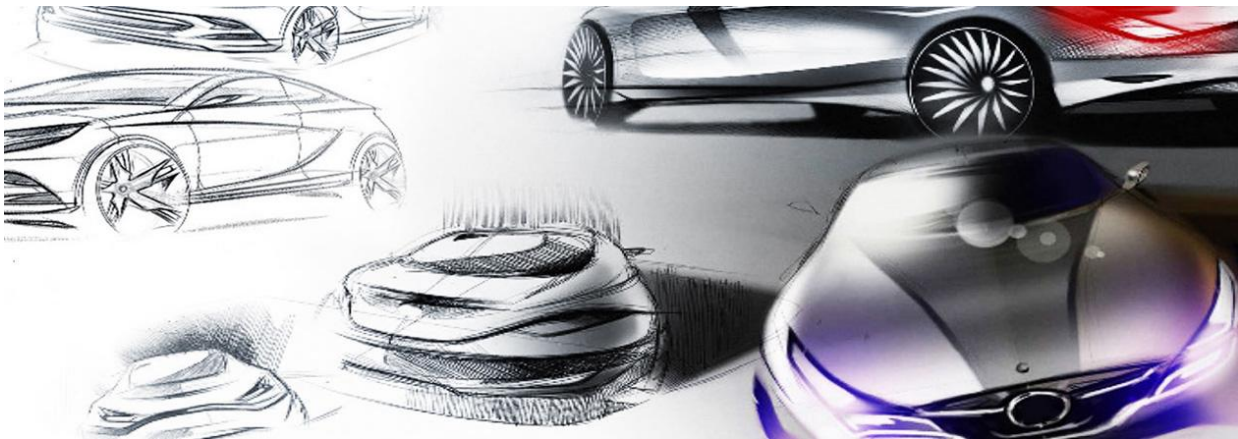
right: dummy inside the A8 car during the Crash Test

For Jeep Wrangler JK 'Evolution' - created Special Model 'Evolution':





Design for MERCEDES-BENZ



ML M-class W 166





**2015: HOFELE Anniversary:
“100 Years Family Tradition in Automotive and Aviation Technic”!**



Concert at HOFELE-DESIGN location in Donzdorf in 2015

Future Retirement Plan of Martin and Michael Hofele

In the year 2014-15 the Hofele brothers made a Plan for their own Retirement and the best way for a prosperous future on new, attractive paths, with the right, competent partners and leaders for the company Hofele-Design. They found the interested group ‘Millennium Automotive’ in Singapore, which were very interested to become a shareholder in the company and to overtake the shares in 4 steps over the next 6 years. The leadership should stay at Hofele brothers for the first years and then go over to the managers of Millennium.

In late 2021 the leadership was given to Millennium managers completely and 100 % of the shares was sold to Millennium. In early 2022, after the pandemic, they decided to leave Donzdorf facility and move to Sindelfingen, directly beside the Mercedes factory into a former Mercedes building, in a bigger and nice factory, workshop and showroom, with enough offices for the company to grow in the following years. This was the date for both Hofele brothers to step back and to retire in April 2022.





For Mercedes G-class W 463:



2016: HOFELE-DESIGN was registered as an official Vehicle Manufacturing Company from the German Authorities KBA with a worldwide registered own VIN-(Vehicle Identification Number)-number – it is the World Manufacturer Identifier (WMI). This WMI was reported to the international SAE organization and to the CATARC organization for China.

Kraftfahrt-
Bundesamt



As Car Manufacturer accredited by the German Kraftfahrt-Bundesamt (KBA)



Mercedes GLS-class W 166:





2018:

HOFELE-DESIGN become a Contractual Partner of Daimler AG



Michael and Martin HOFELE
signing the Daimler contract



HOFELE at the headquarters of DAIMLER AG



Daimler Factory in Stuttgart-Untertürkheim

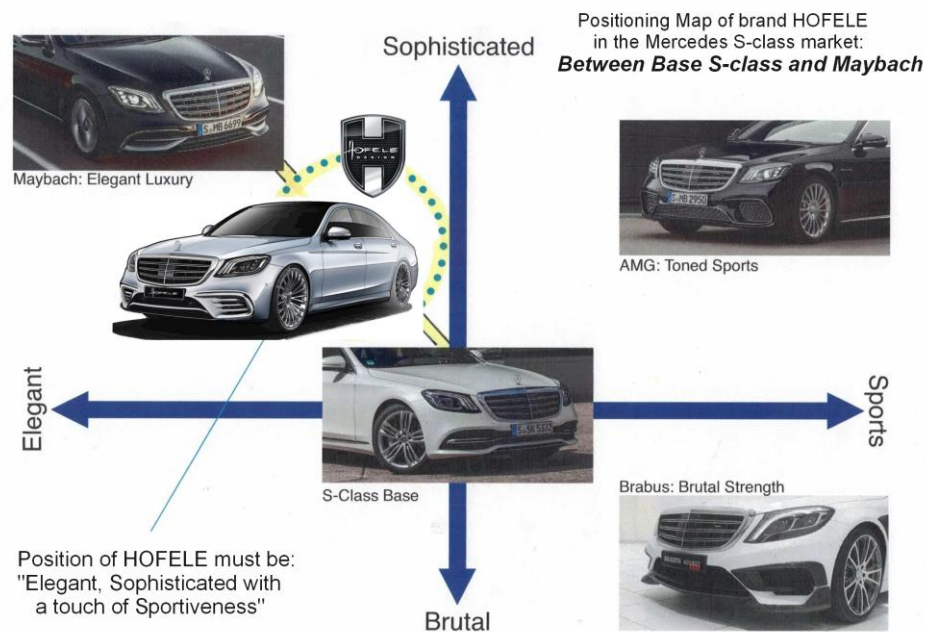
2018:

**‘HOFELE AUTO’ starts as a producer and seller of converted complete cars,
based on Mercedes-Benz cars, under the own brand of ‘HOFELE’ GERMANY.**





This is the Positioning of 'HOFELE AUTO' in the international market under the motto:
„Elegant, Sophisticated, with a touch of Sportiveness“



The former CEO of Mercedes-Formula 1-Team, Mr. Norbert Haug, came to Donzdorf to discuss and see the HOFELE Luxury Car program.





2018: Factory and Showroom 'Glasshouse' of 'HOFELE-AUTO' in Donzdorf





2018: Factory and production line of 'HOFELE-AUTO'



International Showroom Concept (CI) of HOFELE AUTO : Black & White





International Showroom Concept (CI) of HOFELE AUTO : Black & White



HOFELE-showroom in Colombo, Sri Lanka



**HOFELE is an official contractual partner of Mercedes-Benz / Daimler AG
and converts the high-end classes of Mercedes-Benz (here to be seen Maybach Hofele 580)**





HOFER production line of HS-class



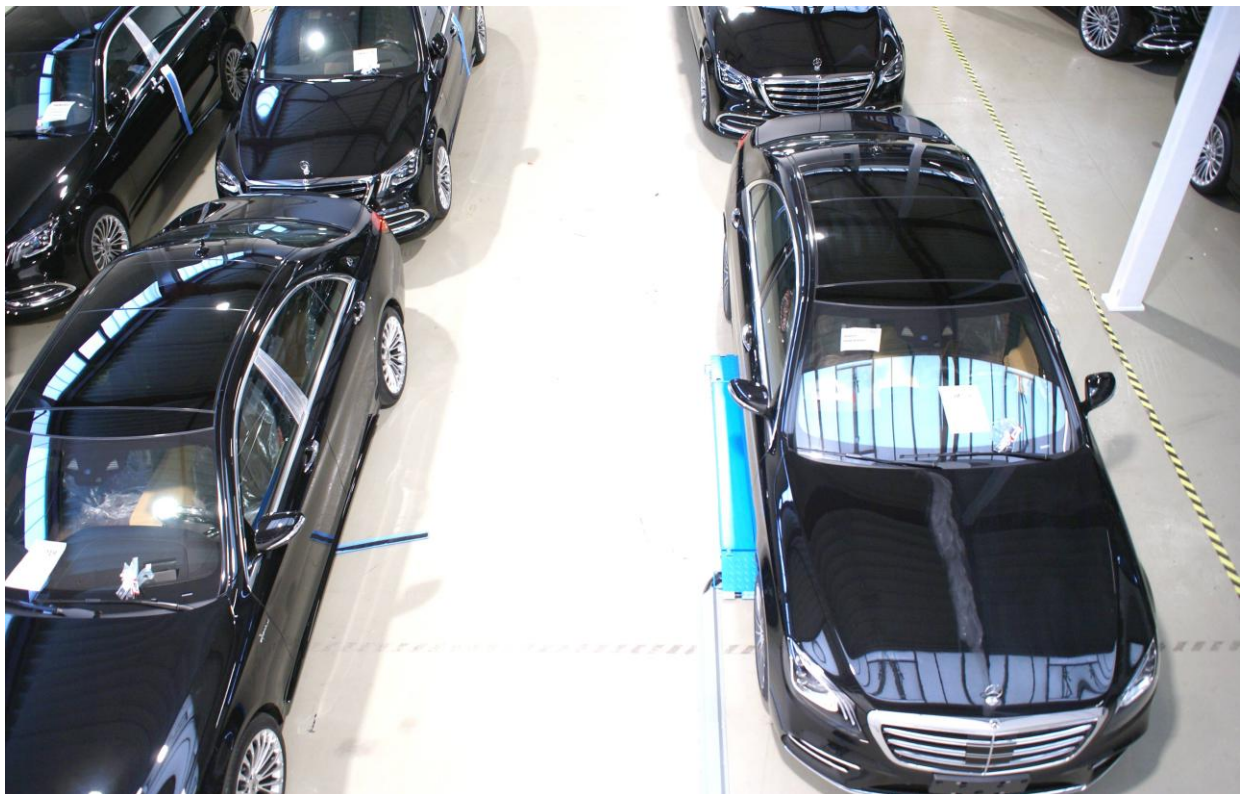


HOFELE production line of S-class, most of this HOFELE HS-class was for China market.

China market

In China, the HOFELE brand became a luxury label for exclusive automobiles with sophisticated design, exceptional technology, and the highest quality, both interior and exterior, based on Mercedes-Benz and similar to Maybach. The product classification was between the Mercedes base model and the Maybach version, or came as a high-end luxury version where there was no Maybach version available from the factory (G-Class). China became HOFELE's largest and most important market worldwide from 2017 onwards. HOFELE was officially certified and recognized as a 'vehicle manufacturer' in China and received its own VIN number.

In China, the HOFELE luxury brand was highly recognized, valued, and much better known than, for example, in Germany.



Trucks with HOFELE HS-class, loaded here in Donzdorf, on the way to the harbor, for shipment to China.



HOFELE had a ring of Luxury Dealers all around China

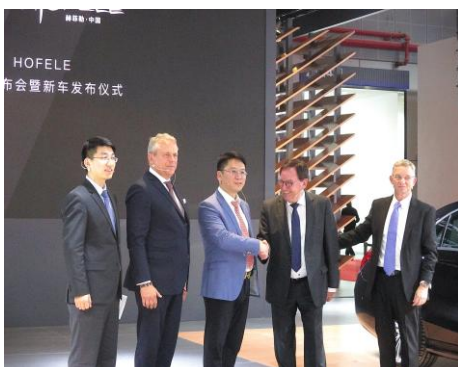
HOFELE production line of G-class





‘CHINA AUTO 2019’ exhibition in Shanghai The biggest car show worldwide in this year.

The highlight of the HOFELE luxury brand's presentation was the large booth at the 2019 China Auto trade fair in Shanghai. At 400 square meters, it was as large as the BOSCH booth in the same hall and very prestigious. Approximately 50 press representatives and TV channels attended the Hofele booth opening on the first day of the trade fair, broadcasting the news throughout China. A well-known Chinese TV presenter led the unveiling of the exhibited vehicles with various speeches. Michael Hofele provided the technical presentation and explanations of the luxury cars on display.







Martin Hofele



Michael Hofele



The years 2018 – 2022 were the most successful years for HOFELE-Design. Even the Covid pandemic could not stop this increase of value and revenue.

In accordance with their private retirement plan, the Hofele brothers Martin and Michael had sold their company shares over the years to the Singapore automotive group 'Millennium Automotive'. Middle of year 2021, after Covid Pandemic, Michael and Martin Hofele sold the last package of shares to 'Millennium Automotive' and stepped back from the leading board of Hofele-Design GmbH. Millennium got full responsibility on the company and sent their CEO and new Procurist manager.

In April 2022 Millennium moved the complete company from Donzdorf to Sindelfingen, directly beside the Mercedes works and factory line of S-class.

The Hofele brothers didn't follow the company move and went out of the company, retired and had no longer any responsibility.

This is the planned and good End of HOFELE-brothers and HOFELE-family in this company.

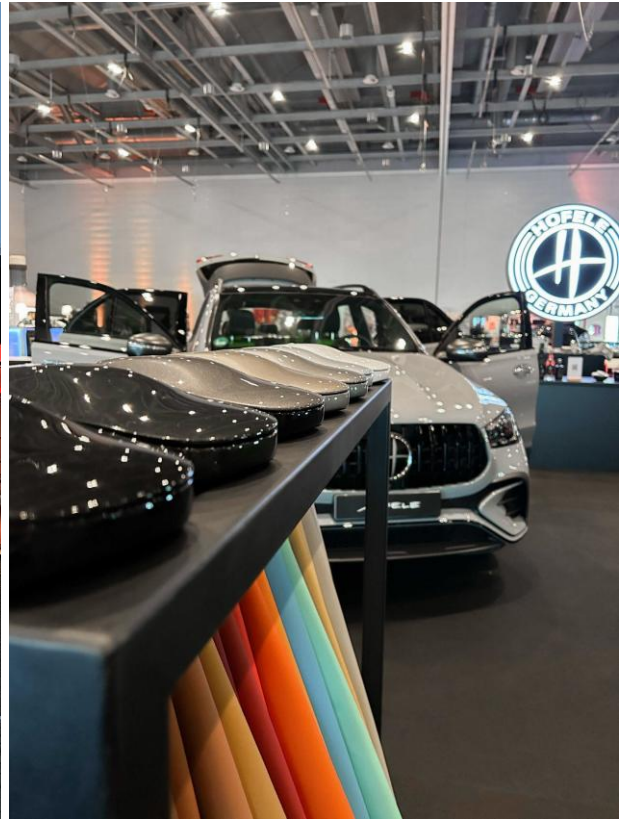
And this is good!

The End!

Another, different Story

New Start of new Company 'HOFELE' in Sindelfingen









Unexpected change:

At the end of October 2023, the German management team took an unexpected and unusual step: They filed for insolvency.

A few days later, a new interested party and investor for the company's assets came forward.

The previous shareholder 'Millennium' was thus no longer in active business.

The newly formed company 'HOFELE GmbH' took over the legacy and successfully continued the business.

The new company 'Hofele GmbH'

The new company, with Swiss Shareholders, invested in new Design and created 3 very interesting, new G-class models : '1955 - 722', 'Rebel' (Electric G) and 'Sir Class' as a homage to Sir Louis Hamilton.

Responsible, creative Designer was the famous former BUGATTI Veyron – Designer
Etienne Salomé

Etienne Salomé, right



**December 2024 Presentation of 3 brand new HOF G-class models in Dubai,
beside Formula 1 race in Katar**



The End
