

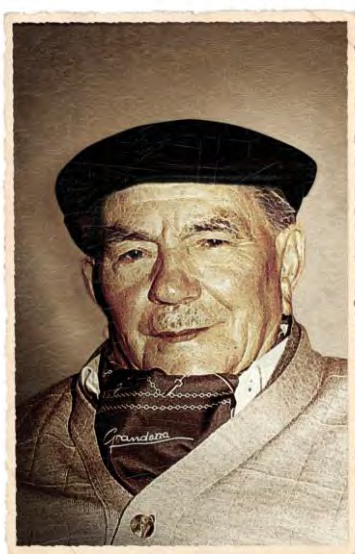
# History and roots of Hofele-Design GmbH

## “ 100 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

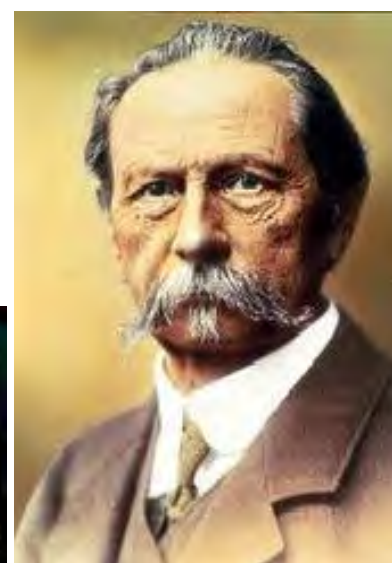
1914: Carl Hofele (grandfather of the current company owners) was born in 1886 and learned in the early years of the last century, how to construct and to do the service of Benz airplane engines at Carl Benz & Cie. in Mannheim-Waldhof. Benz was the inventor of the first automobile (car) in the world.



Carl Hofele

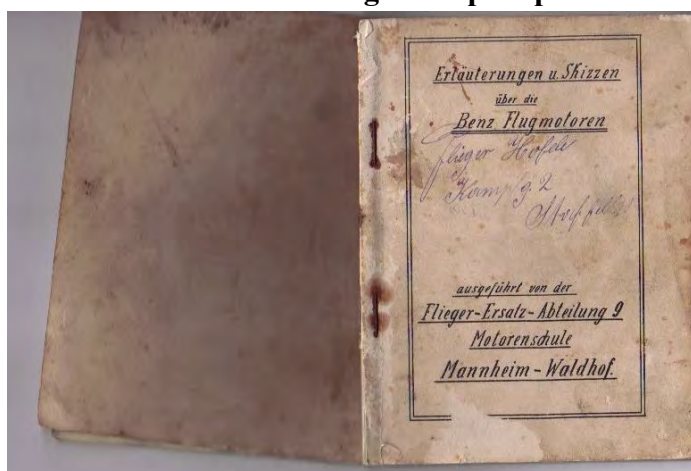


- company sign of Benz & Cie 1915



- Carl Benz

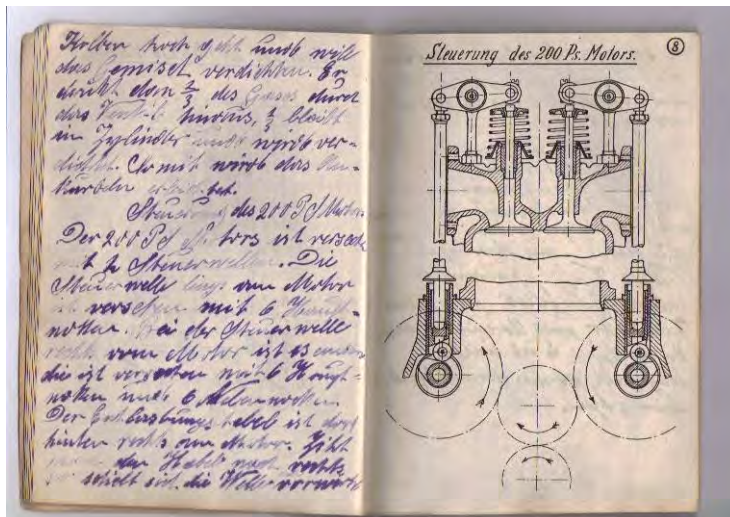
1914 Carl Hofele's original report portfolio about a very strong 200 HP Benz-airplane engine



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.



example: airplane „Fokker“ with a Benz engine



Carl Hofele, on the left side, in front of a pursuit airplane with a Benz engine in Mannheim, 1917



## **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. Carl 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, too! “

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:  
body of airplane without cover**



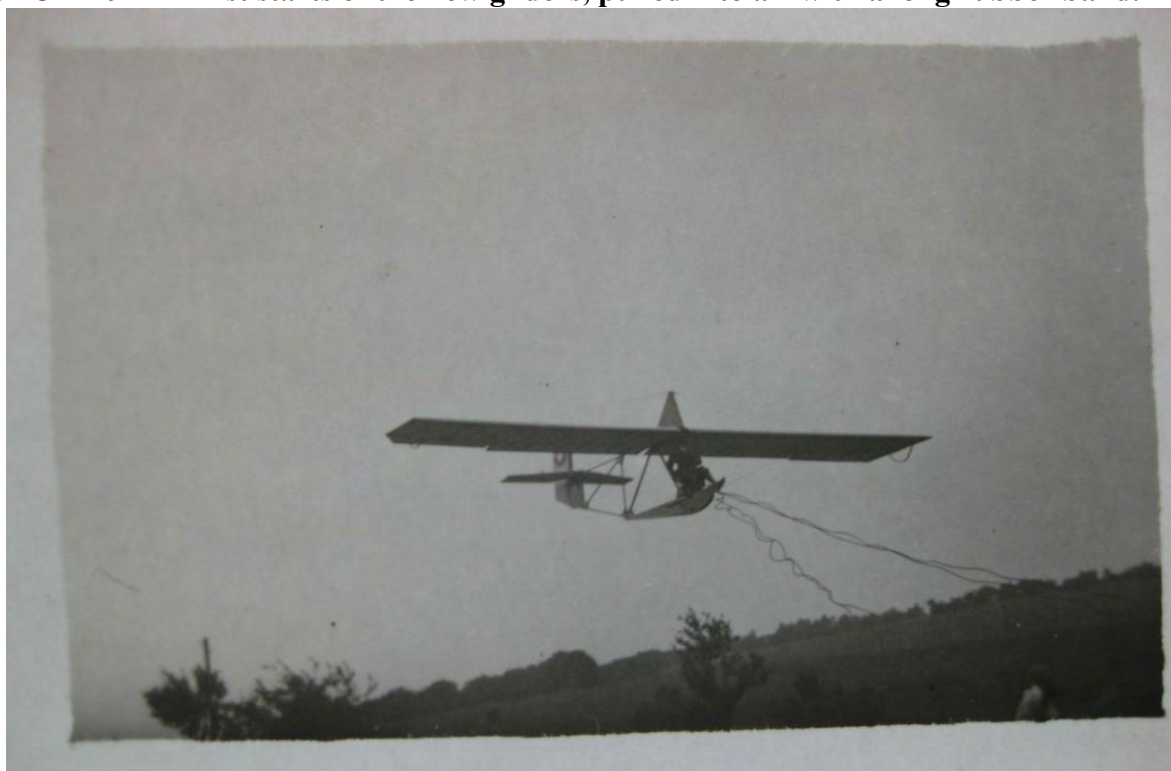
**Airplane naming ceremony of  
Carl Hofele's first airplane in 1928**

**1928:** Carl Hofele founded the „Fliegergruppe 1928 Donzdorf e.V.“ 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 80 years and today it still exists. Today this Club has a club owned smile 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)

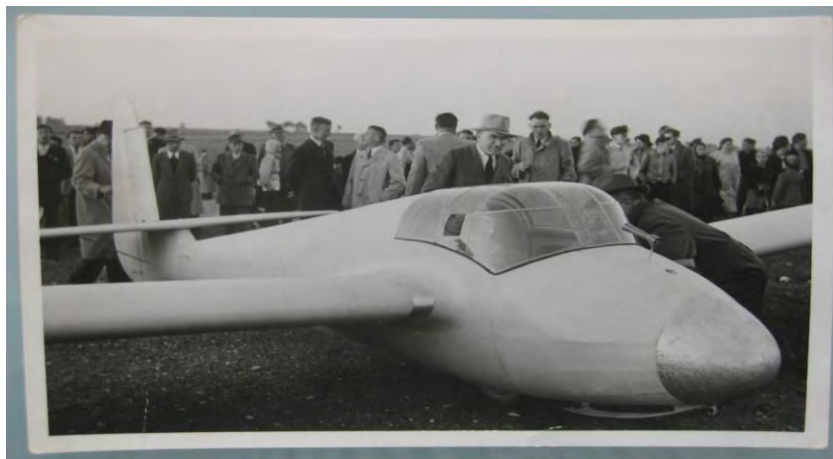
**1928 – 29      First starts of the new gliders, pulled into air with a long rubber band.**







**1930, naming ceremony of a new built glider plane, in the beer garden of Hotel “Becher”, Donzdorf**



**The form of a glider changes and the cockpit grows to a double seater: new glider in the years of 1950ies**



**Carl Hofele (left photo: in the middle) in the 1950ies  
Honoured officially by the „Luftfahrtverband Baden-Württemberg –Aeronautic Club“**



**Carl Hofele (right photo on right side)  
Honoured officially by the „Luftfahrtverband Baden-Württemberg –Aeronautic Club“**

## The Second Generation: Bruno Hofele

1946 to 1949

Bruno Hofele (father of the current owners)



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 construction office.

There he participated in the construction of the new Unimog.

The Unimog was constructed and produced by engineers of former airplane construction 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



**Unimog model in the 1960<sup>th</sup> and 1970<sup>th</sup>, the best 4-wheel drive light truck, used all over the world.**



**UNIMOG 4x4 light truck today**

**1970: Bruno Hofele develops and builds foldable and small caravans and motorhomes under the brand „STAUFERLAND.“**

**The German national authority “Kraftfahrtbundesamt (KBA)” gives him the status of a vehicle manufacturer.**



**1977: Based on the Japanese Daihatsu Hijet, Bruno Hofele’s company STAUFERLAND built a small, flexible motorhome, with elevating roof, sleeping beds, kitchen and additional tent. Bruno Hofele constructed and built a second, bigger motorhome. This was fully equipped and based on a Ford Transit light truck.**

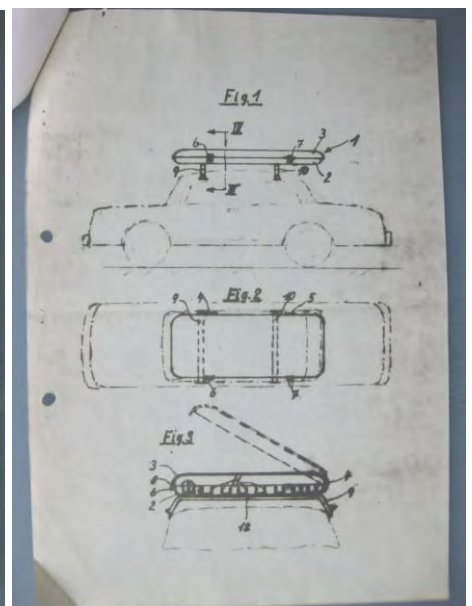
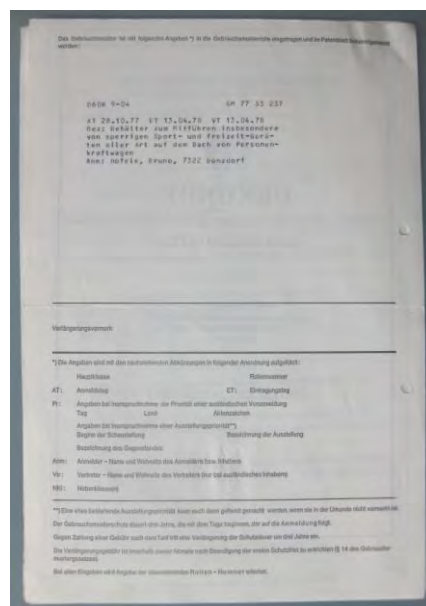
**In order of the official German Daihatsu importer „Inthelco“ the Hofele-brand “Stauferland” built and sold in the 1970<sup>th</sup> several hundred „Stauferland“-Daihatsu-motorhomes. The basic cars were delivered with special trains from Bremerhaven to the Donzdorf railway station.**

**1977: Bruno Hofele is the inventor of the first Ski Box - worldwide-**



**In 1977, Bruno Hofele develops as the first person worldwide a Ski- + Sport-Box for the car roof.**

**In 1977 he applies, and got, an official registered design Patent at the German patent office for this Ski-Box.**



## Official, first Patent documents from German Patent-Amt for the Ski-Box!



Bruno Hofele exhibits the first „Ski-Box“ in the world at the ISPO-Fair in Munich 1978 under the brand name „STAUFERLAND Ski + Sport-Box“.



Bavaria's former Minister President F.J. Strauss has a look at the Hofele Ski-Box on top of the Fiat-Bertone X1/9, the first sports car changed and tuned by Michael Hofele. See there on the logo **MH-DESIGN** – for **Martin and Michael Hofele = MH**. Later it was changed into **HOFELE-DESIGN**.

**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 2012  
in his company office at Hofele-Design GmbH in Donzdorf and outside**

## **The Third Generation: Martin, Juergen, Dorothee and Michael Hofele**

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

**1974:** From the beginning (after obtaining the driver’s license) the Hofele-Brothers took part in regional motor sport events.

First Michael Hofele participated in Slalom Races and together with Martin Hofele took part in several Rallies over more than 6 years.



**Martin Hofele’s Rallye-NSU TT (100 HP) with a first characteristic “Hofele” special design painting.**

In that times, the model NSU TT and TTS was one of the most successful race cars – very light, very strong and very fast.

In the 1980<sup>th</sup>. Hofele-Design bought the complete stock of motor tuning parts of the former great NSU-Tuner “SPIESS-Tuning”.





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



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





Michael Hofele, 1976, during a race in Magny Course, France



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

### Logos



First logo:



coming out of the first logo: the following logo

1972: The first LOGO of Hofele-Design, „MH-DESIGN.“, based on the ,M‘ in both names ,Michael‘ and ,Martin‘ and the ,H‘ from ,Hofele‘ .

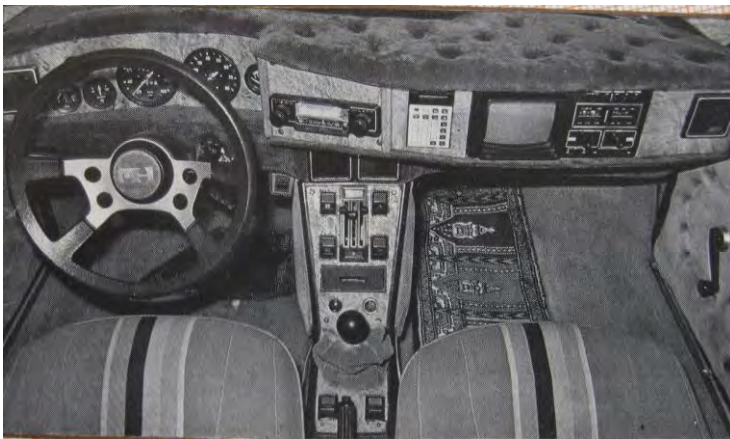
Michael Hofele has designed this first logo in his school exercise-books , with ruler and compass. Therefore this shape. This shape was continued on the second logo, which was used up to the end of the millennium.



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 (smooth transition painting).

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.**



**Fiat-Bertone X 1/9**

With newly shaped instrument panel in genuine burl wood, quilted Alcantara-leather on door blades and panel cover, new round instruments and TV-receiver, board computer und Hifi-equipment.



**First series Golf GTI in 1980: All new VW Golf GTI in the look of HOFELE-DESIGN**



**VW Golf GTI with Hofele stripe painting . ATS Cup-wheels, sport chassis, sport exhaust and very “hot” Oettinger-2.0 l-engine.**

---

**The next step, on the way to get an own company:**

**Then there were friends who wanted to have their cars converted. And the two Hofele boys Michael and Martin did it, in the evenings and weekends, besides doing their main fulltime job as employed, well educated persons.**



**Ford Fiesta RS Wide Body**





**1980:** The Hofele-Brothers constructed and build (by their own) the first and only **Full Cabriolet** (without Targa rod) on the basis of Fiat-Bertone X 1/9. With a foldable, real soft top for rainy days. Altogether, 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.



**1982: Martin Hofele builds a VW Golf GTI with the front part and rear part of a Porsche 924 GTS race car. This car was powered by a strong Oettinger 2.0 l-engine with 140 HP. The special painting was dark green metallic and gold metallic, all done by the early Hofele-Design.**



**Martin Hofele and his Golf-Porsche, from the press called “Golpo”**

After some press reports about the rebuilt Hofele cars in car magazines, foreign people from all over Germany came and wanted to have their cars improved, converted and refined. The work was too much, to do this “beside” a regular employed job. As result, Martin Hofele decided to built up a company for car conversions and development of own car accessories and special car versions.



## 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, the garage is at the same time the “paint shop” for the Hofele special paintings.

Later on, the garage doors of the double garage are replaced by shop windows and a shop door. 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 are developed. This kit is distributed by D&W in Bochum, which is among the customers from the very beginning.

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

This program too, was offered by D&W and the AEZ group of wholesalers.

von Privat  
KOPF Ge  
D-5000  
P5, 8.888

635 CSI, Mod. 81, 37 000 km, neuw.,  
alle Extr., 34 900.—, T. 09568/5804.

**Doppelscheinwerfer-Grills**

mit je 2 Halogen-Haupt- und Fernscheinwerfer, Bienen, Köbelstanz, Relais, schwarz, lackierfähig, Einfache Selbstmontage, TÜV-entsprechend.  
— für BMW 3er Serie, 2er, original BMW, Niere kann erhalten bleiben  
**DM 478,—**  
— für VW Golf  
**DM 488,—**  
— für Escort neu  
**DM 488,—**

Versand per NN, unifrei.  
MH-Design, Postfach 65 - 7322 Donzdorf

Suche privat BMW 320 i, Bj. 83, für August 83, Chiffre Mk 9/17350.  
02 III, 74er, für DM 6550,—, orig. neu aufgebaut, ATM, RC, Recaro, Color, PSN, Ruze, Frisch-Hackenschil v. Ex.

Kaufvertrag abzug., LT  
BMW gesu  
BMW 745 i,  
frische Feh  
heizung, I  
Kocher, Te  
323 i JW, ei  
steinh-FW...

**AEZ** Auto-Entwicklungs-Systeme

Besser sehen.  
Besser aussehen.

**Hofele Doppel-Scheinwerfergrill.**

**Hofele-Design**

**AEZ** Auto-Entwicklungs-Systeme

AEZ Auto-Entwicklungs-Systeme

AEZ Auto-Entwicklungs-Systeme

**Hofele-Design**

**1984:** A customer, having a brand new Opel Kadett E, contacts Hofele and wants to buy a beautiful body kit. Since there is no such body kit for the new Kadett E on the market, the customer places an order and Hofele develops the first complete body-kit of its own.

This was the starting point for a big long lasting success and the rise of the brand „Hofele-Design“, as a leading brand for the design and production of high class body kits.



**1983 – 1987:** Michael Hofele, studied “International Business and Marketing” on the famous University of Reutlingen, became the graduate profession of “Diplom-Betriebswirt (FH)”, and works as an employed management consultant in the automobile industry. His subjects were marketing and sales. In that function as managing consultant he worked for

- Volkswagen Werk in Wolfsburg
- Ford in Cologne
- Toyota in Cologne
- Daimler-Benz in Stuttgart
- and many more.

At the end of 1987 Michael Hofele joins the company Hofele-Design GmbH and takes over Marketing and Design.

**1987:** Re-location to a rented and larger office building and a warehouse with in total 1.200 m<sup>2</sup> in Donzdorf, Herrengartenstr. 6.





**1987:** The first products are being Z-listed (VW-tested and certificate to be sold in the Volkswagen-organization) at VW works in Wolfsburg and sold over the dealer organization TECHNO.

**1988 – 92:** Developing Products by HOFELE-DESIGN

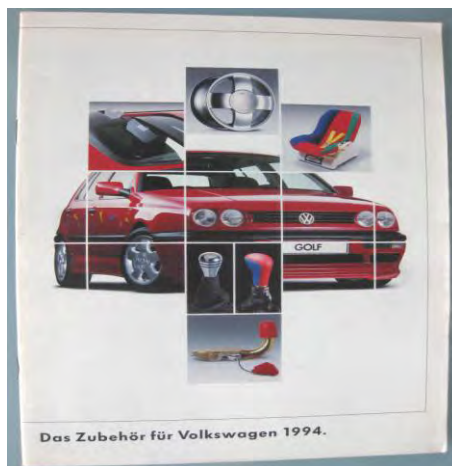


**Martin Hofele controlling model 1:1 making**



**Michael Hofele drawing the designs**

**1993 - 94:** Hofele-Design develops 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.



**1994:** Hofele-Design showed at the biggest Auto show in Frankfurt / Germany the „VW Golf Cabriolet LONG“, which was the new Golf Cabriolet with a longer trunk section (like VW Vento) on the rear. This was a prototype to show the HOFELE competence in design and prototype technic. Finally this prototype car was built 2 twice: One dark green met. and one red car.



- 1990ies:** A lot of projects are implemented & produced for the automobile industry. HOFELE-DESIGN develops parts and accessories and produces them for
- Volkswagen AG -worldwide
  - Mazda Germany
  - Mitsubishi Germany
  - Ford Germany



**1995:** Hofele-Design developed and produced for Madza Germany  
A very successful special car model:

**The Mazda 121 GOLDY**

Which was promoted by the famous TV-moderator **Thomas Gottschalk** and **HARIBO**. Hofele-Design produced all accessories for this car in the “Teddy Bear”-Look, including wheel covers in Teddy-look and a huge plushy toy TEDDY.



The Bear Car





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



**2000:**            **The HOFELE-logo was revised to the actual styling:**



**2000:**            **Hofele-Design engineered and built a new Show-Car. It was the „Audi TT Spyder“ and it was shown at the “Auto Salon” show in Geneva 2001.**







**2000: 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 on an Audi.**

The idea was born as a homage to the Auto Union Type D racecar from the 1930<sup>th</sup>.



**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.**



**2003:** 2003 on the “Auto Salon” exhibition in Geneva in Switzerland,  
Hofele-Design showed the TT Spyder with the **new big Single Frame front grille.**  
Audi showed his new big “Single Frame front grille” at the Audi A8 W12 at end of 2004.  
**Here the car magazine “EuroTuner” from 2003 with the report of the AutoSalon Geneva and the (blue) HOFELE TT-Spyder:**



**2003 - 2004: For the new AUDI A8 D3**  
**Body kit with Single Frame-front bumper + front fenders, sport muffler + alloy wheels**





**2003 -2004: VW Touareg I: new range of body kits and car accessories for the new VW Touareg I**



**2004: New body kit for Jaguar XK**



**May 2004: HOFELE stand on the exhibition of “GTI-meeting” at Wörthersee in Austria.**



---

**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 develops 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: Hofele-Design is getting 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 Look near Bentley, VW Touareg Facelift**

---



**2007:** 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.



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 Cayenne I - type 957**



**Porsche Boxster I**



**Porsche 911**

**New logo for HOFELE-DESIGN:**

**the “Bear-logo”**





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



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



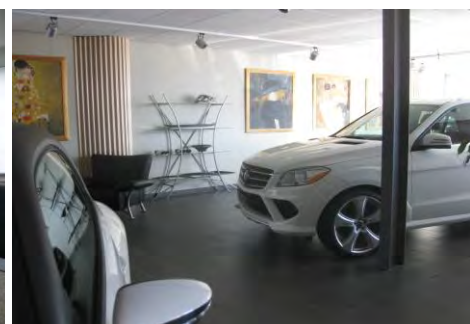
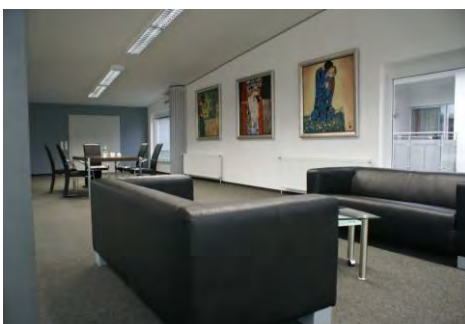
Showroom + meeting room in Donzdorf with a series of interesting Artist’s Oil Paintings



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



Visitor’s Lounge





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

**“Sport Auto” Award for HOFELE-DESIGN with the “SR8”-Concept, based on Audi A8**



**Michael Hofele (2. from left)**

**2010: Awards Ceremony of the Chamber of Commerce for HOFELE-DESIGN:**



**HOFELE-DESIGN: 25 years Export to the World**

**From left: Martin Hofele, Mr. Imgard – Chief Secretary of Chamber of Commerce, Michael Hofele**



**2010 – 2012: HOFELE-DESIGN starts the great ‘Luxury Development Strategy 2013’**  
**with a lot of new models of luxury cars, to rise up the brand**  
**HOFELE-DESIGN to the league of the international Top Luxury Tuners:**  
**Luxury Program**

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



**For Audi R8**



**For VW Touareg II:**





**Audi A8 D4 with HOFELE-DESIGN “SR8”-Body kit + new Bentley-like leather interior**



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



**Mercedes-Benz new M-class -ML W 166-**





**2012:**           **Presented on the “Auto Salon 2012” in Geneva, Switzerland:**  
**For Porsche Cayenne II type 958:**  
**A big range of Hofele products, like Body kit, wheels, leather interior, motor tuning,**  
**lowering air suspension**



---

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



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

HOFELE-DESIGN presents on a representative booth/stand, in the most important OEM hall no. 2, the brand new Luxury Cars of our HOFELE-program.

The HOFELE-stand was between the other world famous car designers, like BERTONE, ITALDESIGN-GIUGIARO..... It was an honour for HOFELE-DESIGN to be part of them.



### 2012: HOFELE-DESIGN extends the Product Range!

In 2012 and 2013 the offered product range will be extended for

- Alloy Wheels, designed and developed by Hofele-Design
- Leather interior Kits, designed and developed by Hofele-Design
- Motor Power Tuning Kits
- Muffler Systems, designed and developed by Hofele-Design
- Complete Car Conversion Concepts (CCCC)

This diversification is part of the 'Luxury Development Strategy 2013'.

#### 1.) Alloy Wheels, designed and developed by Hofele-Design





This diversification is part of the **‘Luxury Development Strategy 2013’**.

## 2.) Leather interior Kits, designed and developed by Hofele-Design



## 3.) Motor Power Tuning Kits



## 4.) Muffler Systems, designed and developed by Hofele-Design





This diversification is part of the **‘Luxury Development Strategy 2013’**.

### 5.) Complete Car Conversion Concepts (CCCC)



**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**

**2012 + 2013: HOFELE-DESIGN extend the Luxury Program to famous British brands and others**

**For Bentley**





## For Range Rover

### Range Rover LM + Range Rover Sport LS



### Range Rover - New model 2013



## For AUDI

### Audi Q7 Facelift – Design 2013



**For MERCEDES-BENZ**

**For the range of Mercedes-Benz SUVs**

**ML M-class W 166**



**GLK-class**



**GL-class**



**G-class 'G-Wagon'**



**2014: HOFELE Anniversary:  
“100 Years Family Tradition in Automotive and Aviation  
Technic”!**



**We are going on, on our way to the top!**

---

**Thank you for your attention!**  
**News will come soon!**

**- today's End –**