

PRESS RELEASE

2018: GROHE's Successful Hands-on Tour Continues

- With four information trucks, GROHE has reached 90,000 visitors so far.
- Professionals and end consumers get a comprehensive insight into the latest product innovations.
- Until the end of 2018, more trips to Europe and the Middle East are planned.

Dusseldorf, 16 February 2018: The four XXL trucks from GROHE, the world's leading manufacturer of sanitary fittings, have picked up speed again in 2018. The trucks give private and professional visitors an insight into the latest GROHE innovations and they can test products and take part in open trainings. The vehicles are currently on the road in Germany, France, the Netherlands, Austria and Saudi Arabia. In total, GROHE plans to arrange approximately 800 information events this year.

Covered Distance Equivalent to More Than Three Circumnavigations of the World

Just a year ago, the trucks started at the ISH in Frankfurt am Main, the world's leading trade fair for bathroom, heating and air-conditioning technology. Meanwhile, the GROHE trucks have stopped in 33 countries like Portugal, Switzerland, Norway, Russia or Morocco. So far, the route equates to more than three circumnavigations of the world; the trucks covered 135,000 kilometres. Up to now, GROHE has reached 90,000 visitors during the tour. The GROHE brand also benefits from initiatives like this. According to a recent study by the market research institute BaulInfoConsult among private DIYers, GROHE is one of the best-known brands in the bathroom market in Europe. They found, that GROHE is a household name for half of all European DIY store customers.

Expert Team Advises on How GROHE's Product Highlights Work

From AquaSymphony, the most luxurious shower in the world, to the GROHE Blue and GROHE Red water systems, to the GROHE Sensia Arena shower toilet and the GROHE SPA F-digital Deluxe, GROHE's latest product highlights can be found in the XXL trucks so visitors can get to know them and try them out. In addition, a team of specialists advises them during personal expert discussions on functionalities and gives useful installation tips.

Proximity to the Customer is an Integral Part of the Business Strategy

Nearly 15,000 trade visitors have used the opportunity to complete an installers' training course in one of the trucks so far. In addition, trade visitors can sign up for SMART, the GROHE loyalty programme for sanitary professionals. "With our truck tour, we bring the experience of innovative products to the individual countries," says Michael Rauterkus, CEO of GROHE.

"Proximity to the customer and the resulting trust are integral parts of our business strategy."

For more information, please visit trucktour.grohe.com.

You can find video material for the Truck Tour [here](#).

About GROHE

GROHE is the world's leading provider of sanitary fittings and has a total of over 6,000 employees, 2,400 of which are based in Germany. GROHE has been part of the LIXIL Group Corporation since 2014. As an international brand, GROHE pursues the brand values of technology, quality, design and sustainability, seeking to offer the "Pure joy of water". GROHE has been developing new product categories since its inception. This includes the GROHE Blue and Red water systems and the recently-introduced GROHE Sense water security system, which is an innovative component in the growth market of smart home technology. Innovation, design and development are closely aligned with one another and are enshrined in the German site as an integrated process. As a result, GROHE products carry the seal of quality "Made in Germany". In the last ten years alone, GROHE has received over 300 design and innovation awards as well as several top rankings as one of "Germany's most sustainable large brands", confirming the success of the brand. GROHE was the first in its industry to win the German government's CSR prize and was also featured in the renowned Fortune® magazine's ranking of Top 50 that are "Changing the World".

About LIXIL Corporation

LIXIL is a global leader in the housing and building industry. Our unique portfolio spans everything from technologies that revolutionize how we interact with water in our daily lives, to a full lineup of products and services for houses and major architectural projects. Delivering core strengths in water, kitchen, housing, and building technologies, our brands including LIXIL, INAX, GROHE, American Standard, and Permateelisa are leaders in the industries and regions in which they operate. LIXIL

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operates in more than 150 countries and employs more than 70,000 people, bringing together function, quality, and design to make people's lives better and more delightful – wherever they are. Learn more at www.lixil.com, facebook.com/lixilgroup and www.linkedin.com/company/lixil-group.

GROHE

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