

VDIK to strengthen political work in Berlin - Peter Mair heads Berlin office and Department of Public Affairs/Communications/Press



Bad Homburg. The Association of International Motor Vehicle Manufacturers (VDIK) strengthens its political work in the capital: From May 2019, Peter Mair (37) will represent the VDIK in Berlin as the new Head of the Representative Office. The position was newly created. Mair also heads department of Public Affairs/Communications/Press at the VDIK.

“We want to represent the political interests of the international motor vehicle

manufacturers even more strongly in the capital in the future. In Peter Mair, we were able to recruit a proven expert. He looks back on around ten years of experience both in communications and in representing the political interests of the automotive industry. Mair will strengthen relations with politicians, ministries and associations in Berlin and be responsible for the entire communication of the association," said VDIK President Reinhard Zirpel.

Mair comes from the German Association of the Automotive Industry (VDA), where he has worked as press spokesman since 2010. After studying political science in Munich and obtaining a Magister Artium (M.A.) degree, he completed an internship as a journalist. From 2008 to 2010, he was press officer at the CSU party headquarters.

The Association of International Motor Vehicle Manufacturers has represented the interests of international passenger car and commercial vehicle manufacturers in Germany since 1952. The VDIK member companies with their 36 brands sold more than 1.3 million passenger cars in Germany in 2018. That is a market share of just under 39 percent. In addition, the VDIK members sold over 110,000, or 28.5 percent, of the new commercial vehicles registered in Germany in 2018.