

AL-KO Brand Strategy Update for its Bankside Patterson Business

AL-KO Vehicle Technology is rebranding its UK-based Bankside Patterson business to the trusted brand AL-KO.

“For many years, AL-KO has been recognized as a leader and a strong and dependable brand within the transportation and mobility industry. During the past several years, AL-KO’s steady growth has added new teammates, new customers, and new product offerings. To reduce the complexity of AL-KO’s brand portfolio, we are rebranding Bankside Patterson to AL-KO. Merging our two brands will provide much needed clarity and make it easier for our customers and other stakeholders to navigate our product portfolio,” states Harald Hiller, President and CEO AL-KO Vehicle Technology Group.

Established in 1959, Bankside Patterson Ltd., based in Brandesburton/UK, has been a leading manufacturer of holiday home, park home and park lodge chassis offering customized solutions for complex constructional requirements. Bankside Patterson’s products for the holiday home industry has expanded and differentiated AL-KO’s product offering into static chassis applications since the acquisition in 2019.

Peter Eustace, Managing Director of AL-KO UK, adds: “Customers expect their suppliers and partners to minimize efficiency losses and to increase effectiveness. A uniform brand and a consistent brand identity create trust and transparency. Furthermore, additional impetus and more momentum can be expected in the acquisition of new key accounts. We thank the loyal customers and other stakeholders as well as the staff of Bankside Patterson and look forward to continuing our long-lasting relationship.”

Changes have been starting with the [website](#) content. Over the coming weeks and months, you will notice updates, including new signage, business cards, order documentation and many other items like social media channels that will transition to the AL-KO logo and company name.

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The AL-KO Vehicle Technology Group is a swiftly growing global technology group and a business unit of DexKo Global. With high-quality chassis and suspension components for trailers, leisure and commercial vehicles, and construction and agricultural vehicles, the group represents the best in functionality and comfort as well as innovations to ensure greater driving safety. Founded in 1931 the group today has around 3,000 employees at more than 40 locations worldwide. Find out more at www.alko-tech.com

DexKo Global Inc. is one of the world’s leading manufacturers of high-quality chassis technology, chassis assemblies, accessories and hydraulic brake components. DexKo Global was founded in 2016 through the merger of Dexter and AL-KO Vehicle Technology. Headquartered in Novi, Michigan/USA, the company employs around 6,000 people in more than 100 production facilities and distribution centers. For more information, please go to www.dexko.com

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Caption: Static chassis applications for mobile homes and holiday homes from AL-KO © AL-KO Vehicle Technology Group