

PRESS RELEASE

Aluca Expands International Presence: New Sales Offices in Strasbourg, France, and Solihull, UK

Rosengarten, February 10th, 2026 – Aluca GmbH, a leading developer and provider of high-quality aluminum vehicle fittings, is proudly expanding its international footprint by establishing dedicated sales offices in Strasbourg, France, and Birmingham, United Kingdom. By founding Aluca France SAS and Aluca UK LTD, the company underscores its commitment to executing its growth strategy and setting new international benchmarks under the motto "ease your work."

"The internationalization is a central component of our Strategy 2030," explains CEO Frederic Straß. "Although Germany currently holds mixed reputation as a production location, we see significant growth opportunities. Our successful transformation process and comprehensive digitalization significantly boost Aluca's productivity, laying the foundation for further growth both domestically and internationally. The new locations in Strasbourg and Solihull are a crucial step to be closer to our customers and meet their specific needs more precisely."

Stephen Turner, the UK Country Manager, shares his excitement about the new role: "I am thrilled to lead Aluca's expansion in the UK from our new Solihull office. This venture allows us to directly engage with our UK customers, delivering tailored solutions that best meet their requirements."

Aluca currently exports to over 20 European countries through an extensive partner network. By establishing these new offices, the company strengthens its presence in two key markets and reinforces its claim to remain a leader in vehicle fittings. In addition to innovative solutions for craftsmen, technicians, and fleet managers, Aluca places strong emphasis on employee development and continuous internal process optimization.

With the strategic expansion of international offices, Aluca positions itself as a forward-thinking partner for customers across Europe, always aiming to ease work processes and sustainably increase customer productivity.

About Aluca:

Since its founding in 1993, Aluca GmbH has established itself as a leading provider of high-quality aluminum vehicle fittings. Focusing on quality, customer orientation, and sustainability, Aluca offers innovative solutions tailored to the needs of craftsmen, technicians, fleet managers, and car dealers across Europe. The group employs over 200 people. The headquarters and production site are located in Rosengarten (Baden-Württemberg). Aluca's sales stations are in Berlin, Braunschweig, and Olpe. The group also includes subsidiaries Aluca Benelux B.V., Aluca UK LTD, and Aluca France SAS. The company exports through its own sales and a wide partner network to more than 20 European countries.