

CONTACT | Public Relations
Tommaso Maria Vezzosi
tommasomaria.vezzosi@kohler.com
+39 0522 389471

Kohler Engines University

The global digital service delivering contents about engines

May 27, 2020 – The latest circumstances have accelerated the digital transition and offered the opportunity to develop new forms of work organization, build and strengthen relationships, enhance services and products. We think that keeping you in the loop of the latest news and topics about engines is key, and we want to make it with care.

Considering the ongoing revolution in how we access and consume contents, we deliberately designed this new service to give a global audience free access to speeches about current critical issues of our business. We have planned a series of web events that will be livestreamed on Facebook and Instagram. A public broadcasting service of live interviews to experts, influencers, distributors, executives.

The ever-changing digital world is the perfect stage to promote original contents and reach every single player of the construction, agriculture, lawn & garden and rental sectors. The program is named **Kohler Engines University Web TV** and will consist of one episode per week, twenty minutes each.

More than before, aftersales support is key and we provide the help the end user needs any time, anywhere. Kohler dealer's network is wide and strong. To make it even wider and stronger, we scheduled additional invitation-only events called **Kohler Engines University Live**. These training sessions will be livestreamed for a limited audience and will cover more technical matters, such as gasoline engines basic maintenance, KIRA diagnostic tool, Kohler Partners platform, ect.

“Kohler Communication is becoming more and more digital: we are now focusing on reaching customers and partners with new tools. We want to support them through the entire lifetime of our products. This idea led us to the creation of a set of training programs, online conferences and initiatives that will increase the brand recognition” said Nino De Giglio, Director – Brand & Communication, Kohler Engines.

Around Kohler we’re building a worldwide community of people passionate about engines and machines. Join our movement, join Kohler Engines University.

About Kohler Engines

Kohler began manufacturing engines 100 years ago and has continually enhanced its product lineup in an effort to help make life easier and more profitable for end users around the globe. Today, the company offers a full array of diesel, gasoline and gaseous-fueled engines – up to 140 hp. – which are supplied to equipment manufacturers worldwide in the construction, agricultural, industrial and lawn and garden markets. For additional information, visit KohlerPower.it or Facebook.com/KohlerPowerEngines.

About Kohler Co.

Founded in 1873 and headquartered in Kohler, Wis. Kohler Co. is one of America’s oldest and largest privately held companies. With more than 50 manufacturing locations worldwide, Kohler is a global leader in the manufacture of engines and power systems; kitchen and bath products; and owner/operator of two of the world’s finest five-star hospitality and golf resort destinations in Kohler and St Andrews, Scotland. For more details, please visit Kohler.com.

###

About Kohler Engines

Kohler began manufacturing engines more than 90 years ago and has continually enhanced its product lineup in an effort to help make life easier and more profitable for end users around the globe. Today, the company offers a full array of diesel, gasoline and gaseous-fueled engines – up to 140 hp. – which are supplied to equipment manufacturers worldwide in the construction, agricultural, industrial and lawn and garden markets. For additional information, visit KohlerPower.it or Facebook.com/KOHLERPowerEMEA.

About Kohler Co.

Founded in 1873 and headquartered in Kohler, Wis. Kohler Co. is one of America's oldest and largest privately held companies. With more than 50 manufacturing locations worldwide, Kohler is a global leader in the manufacture of engines and power systems; kitchen and bath products; and owner/operator of two of the world's finest five-star hospitality and golf resort destinations in Kohler and St Andrews, Scotland. For more details, please visit Kohler.com.

###