



Senger and LR Invest in the Future – New Senger/LR Experience Center Planned

Ahlen, April 23, 2026 – LR Health & Beauty and Senger have been successfully collaborating for decades. The unique car concept offers LR sales partners the opportunity for greater mobility, recognition, and independence, thereby also enhancing their quality of life. Now, both companies announce that they are taking the next step in their cooperation and further investing in the future. To this end, they are jointly planning a new "Senger/LR Experience Center" in Ahlen – a significant step towards providing the LR partnership with even better service related to the LR car. "We are proud of the trusting and successful cooperation with LR. We are all the more delighted to implement this new project together and to be able to offer our sales partners an attractive range of mobility services at our new location in the future," emphasizes Jörg Hellwig, Director Senger Südwestfalen GmbH in Ahlen.

The new Senger/LR Experience Center will be exclusively available to sales partners. A 10-member Senger team will in the future look after LR partners who drive an LR vehicle from Mercedes-Benz or are interested in one. The new, central contact point offers all services related to receiving new vehicles, handing over returns, and discovering new car models. The 9,000 square meter Senger/LR Experience Center site includes a large showroom, a car park, and a workshop.

"The LR car concept is an important building block of our business model, which is based on appreciation and is a central part of our DNA. I am thrilled that, together with Senger, we can offer our sales partners a unique service," says Jörg Körfer, CEO of the LR Group. Depending on their performance, LR partners receive a car bonus within the framework of the car concept for various vehicle categories, which then finances the leasing rate.



LR Car Concept Has a Long Tradition

In 1995, LR launched the car concept with the Mercedes C180 model under the name "LR2000," and many more Mercedes models followed. The volume of leased vehicles increased rapidly, with the result that LR has been one of Mercedes-Benz's largest customers for many years. Annually, Senger delivers 1,200 Mercedes vehicles for LR partners in Germany. Globally, around 3,400 vehicles are handed over to LR sales partners each year. In total, LR has handed over 42,000 vehicles of various car brands to LR partners since the start of the car concept.