HEALTH & BEAUTY

LR expands car concept: Porsche now at the Senger/LR Experience Center

Porsche now available from the Gold Organisation Leader career level – LR and Senger expand the established car concept for sales partners

Ahlen, 7 October 2026 – LR Health & Beauty is further expanding its car concept for independent sales partners, which has been established for more than 30 years: LR sales partners can now also experience Porsche at the Senger/LR Experience Center in Ahlen. Together with its long-standing mobility partner Senger, the direct selling company is adding another premium brand to the LR car concept. At the same time, Porsche is now available at an earlier stage in the LR career plan: while sales partners previously had to reach the Platinum Organisation Leader level to qualify for a Porsche, they can now do so from the Gold Organisation Leader career level.

“Our car concept has been an integral part of LR’s business model for many years and is a visible symbol of our sales partners’ entrepreneurial success. By integrating Porsche more closely, we are creating an additional incentive within the career plan and making a premium brand accessible to even more successful partners. What matters to us is that achievement and individual business success at LR should be visible and tangible,” says **Jörg Körfer, CEO of the LR Group.**

Porsche at the Senger/LR Experience Center: a premium brand for LR partners to experience

Porsche has been part of the LR car concept for many years. What is new is that LR’s long-standing mobility partner Senger is now also involved with the Porsche brand. Sales partners can now experience Porsche models at the Senger/LR Experience Center in Ahlen and find out more about the offering on site.

Opened in May 2026, the Senger/LR Experience Center is the central point of contact for LR sales partners’ mobility needs. Covering a total area of 9,000 square metres, the site brings together vehicle handovers, the return of leased vehicles, the presentation of current models and personal consultations. A dedicated ten-strong Senger team looks after LR partners exclusively in all matters relating to mobility. Around 1,200 vehicle handovers are planned there each year.

“Our partnership with LR has stood for trust, reliability and joint development for many years. With Porsche, we are now expanding the offering at the Senger/LR Experience Center to include a brand that, like few others, embodies the fascination and emotion of motoring. We are delighted to be able to present these vehicles to LR sales partners at our site in future and to further enhance the mobility experience at the Experience Center,” says **Jörg Hellwig, Director of Senger Südwestfalen GmbH in Ahlen.**

LR car concept an integral part of the LR career plan since 1995

LR launched its car concept in 1995 with the Mercedes-Benz C180 as part of the programme then known as “LR 2000”. **Since then, a total of 42,400 vehicles (as at the end of 2025) have been handed over to LR sales partners as part of the LR car concept.** The international brand portfolio includes Mercedes-Benz, Volkswagen, Audi, BMW, Porsche, Jaguar Land Rover, Opel and Renault, among others.

The concept is far more than a traditional incentive: it is an integral part of the LR career plan and combines business success with attractive mobility solutions. Depending on their qualification level, independent LR sales partners receive a car bonus for different vehicle categories, which can be used to finance the leasing instalment. As their business grows and they progress through the career levels, they gain access to higher vehicle categories.

The scale of the LR car concept is also reflected in the number of vehicles handed over each year: **in Germany, Senger delivers around 1,200 Mercedes-Benz vehicles to LR partners annually; internationally, around 3,400 vehicles are handed over to LR sales partners each year.** With the new Porsche arrangement, LR is now taking the concept a step further: the premium brand is available from the Gold Organisation Leader career level, making it an additional visible milestone for successful LR sales partners.

HEALTH & BEAUTY

LR Gruppe

Operating under the guiding principle “More quality for your life”, the LR Group, headquartered in Ahlen, Westphalia, successfully produces and distributes a range of high-quality food supplements and cosmetics in 32 countries. As an attractive social commerce company, LR supports personal interaction within its community with efficient digital solutions.

Since 1985, LR has been firmly established in the market as a “people business”, where people and personal advice take centre stage. In an era of changing working environments, the business model particularly appeals to those seeking greater flexibility, a better work–life balance and increased financial independence.

Processing Aloe Vera has been one of LR’s core competencies for over 20 years. Only the valuable inner leaf is used for its products. In Ahlen, the company has built one of Europe’s most modern Aloe Vera production facilities for Aloe Vera drinking gels.

In autumn 2009, LR founded the LR Global Kids Fund e.V., which works with local institutions to provide efficient, unbureaucratic support for disadvantaged children and their families in many countries around the world. For further information on our commitment to sustainability, please see our Sustainability Report.

PR Contact:
LR Health & Beauty Systems GmbH
Almut Kellermeyer
Head of Corporate Communication
Kruppstraße 55
59227 Ahlen
Phone: +49(0)2382 7813-106
Email: A.Kellermeyer@LRworld.com
https://lrworld.com/