



Press release

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Wera Werkzeuge GmbH:

The suspension railway becomes a stage for the Wera Tool Rebels

Wuppertal.

Wera has taken over a true icon of mobility:

Its own suspension railway waggon, now travelling through Wuppertal as a rebellious brand ambassador. The brand's attitude becomes a highly visible statement, with the eye-catching Tool Rebel design putting Wera firmly on track. The goal is to further increase Wera's brand awareness – not just regionally, but worldwide. The Wuppertal suspension railway enjoys international recognition and attracts attention from tourists, media, and technology enthusiasts around the globe.

Another rebel move is running in the digital world: On social media, the brand is resurrecting the legendary elephant lady from the railway's history – naturally in the typical Tool Rebel look and with a good dose of tongue-in-cheek humour.

In addition, spectacular 3D animations are being created in which the moving railway transforms into an entire set of screwdrivers. These digital activations build on the global fascination with the suspension railway, and further increase Wera's international visibility. With the combination of an iconic vehicle, rebellious design, and creative social media power, Wera shows that the world of tools can be truly emotional. The railway has become a symbol of courage, creativity, and the unconventional spirit of the Tool Rebels.

Captions



Wera_Schwebbahn.jpg

The suspension railway transforms into a travelling screwdriving tool.

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