

New branch following conversion of MediaMarkt in the Hindenburgbau building

Saturn opens second store in central Stuttgart

Stuttgart, 24.05.2017: Saturn will soon be represented by a second store in the heart of Stuttgart. Following a thorough revamp, the previous MediaMarkt in the Hindenburgbau development in Stuttgart's city centre will be reopened on May 26th as a branch of Saturn. Together with the existing Saturn at Königsbau, this means that Saturn will now have two stores with a central location in Stuttgart which perfectly augment each other. With a retail area of 1,900 square metres and featuring the familiar Saturn look, the new store will present the tried and tested product range leaving nothing to be desired for technology fans. What's more, over the coming year, additional redevelopment measures will be carried out to boost the store's emphasis on experience.

Following refurbishment over a period of several weeks while still open, the store's rebranding is now complete. The former MediaMarkt at Hindenburgbau has now been transformed into Saturn with immediate effect. While the experienced team has been retained and the levels of advice and customer service are being further improved, the expertise of city-centre specialist Saturn is being injected into the new store. Given the local competition, MediaMarktSaturn concluded during its regular portfolio optimization that the best strategy would be to have two branches of Saturn in central Stuttgart with different product mixes supplementing each other.

On-the-fly switchover to Saturn: Redevelopment without shutting up shop

New store manager Florian Peter had this to say about the store's revamp: "We're proud of the successful transition from MediaMarkt to Saturn. We've completely fulfilled our goal of remaining available to customers during this phase without any serious limitations, partly thanks to the hard work of our staff. With our huge range and technology expertise, I'm convinced that we'll be able to satisfy both existing and new customers."

The new management team

With Florian Peter as general manager and Martin Puritscher as commercial manager, the new Saturn store will be headed by an experienced team. Florian Peter has held various positions at Saturn since 2010 and was prepared for his new managerial responsibility last year at various stores. Meanwhile, Martin Puritscher is already commercial manager of four other Saturn stores in the Stuttgart area and is very well known to all the company's suppliers and partners in the region.

Unique opening offers

There'll be plenty to discover when the store is reopened on May 26. Take a tip from the manager: "We'll be showing exciting new products and we've prepared some unique opening offers. It's certainly worth coming down to the new Saturn on Friday – but plan some time for an extensive technology shopping trip!"

About Saturn

Saturn stands for enthusiasm for technology and technical expertise. Founded in 1961, Saturn is now an independent sales brand under the auspices of the MediaMarktSaturn Retail Group, Europe's leading consumer electronics retailer. Saturn has 155 stores and employs around 9,000 people in Germany. Altogether, there are 199 Saturn stores in four European countries. Saturn stores are known for their attractive locations, their comprehensive range of up to 100,000 electronics products, extensive sales areas, expert advice, comprehensive service and consistently low prices. Moreover, two Saturn Connect stores presenting digital lifestyle products and services in prime downtown locations in Germany opened in Trier and Cologne in October 2015. Saturn complements its brick-and-mortar business in Germany with its online shop www.saturn.de. Under this multi-channel strategy, Saturn customers benefit from both the advantages of online shopping and the personal advice and services offered by the local stores.