



Burkard Bovensiepen has died

"Dear Federal Government!" That's how a double-page ad began in 1985, with which Alpina interfered in federal politics. With powerful language and excellent arguments, boss and brand founder Burkard Bovensiepen dissected the debate on German traffic policy. Even then, a speed limit discussion was haunting the country, and the entrepreneur pointed to the possibility of replacing oil, which was supposedly running out, with synthetic fuels. Last week, he died at the age of 87. (aum/jm)

Images for article



Photo: Autoren-Union Mobilität/Alpina (Archiv)
