ALLRAD-KONTOR JOINS THE OVERLANDERS

Tuesday 29 September, 2026

Stuhr, 30 September 2026: Founded in Bremen, by a small group of Land Rover enthusiasts, in October 2002, ALLRAD-KONTOR has grown to become one of Germany's leading suppliers of Land Rover parts, for both classic and modern vehicles. Once just a local operation, the online store at allrad-kontor24.de now attracts customers from across Germany, Austria, Switzerland and beyond, earning exceptional reviews for service.

Now, the expanding business is starting an exciting new chapter. ALLRAD-KONTOR has been officially acquired, after a process starting at the end of last year, by The Overlanders Trading GmbH, another enthusiast led business, who run a Land Rover owners community and own a specialised Land Rover Defender workshop in the heart of Berlin-Reinickendorf.

Still Dedicated To Land Rover Owners

For customers, nothing will change in terms of day-to-day operations. The experienced team at ALLRAD-KONTOR will remain and continue to handle requests for spare parts, advice and project support with the same knowledge, passion and reliability.

The only change is on the ownership side, which will bring in more Land Rover expertise and the resources and expertise required to support the growing business

New Expertise With A Shared Passion

The Overlanders is a business, run by a young, dynamic team, who came together through a shared passion for the Land Rover Defender:

Leonardo Smura is an experienced Managing Director, who has led both automotive and hospitality businesses. He combines strategic vision and professional management skills with an enthusiasm for off-road vehicles.

Steve Knauff: is a master automotive mechanic with roots in racing. He stands for solid craftsmanship and has a deep technical expertise in off-road vehicles, including both new and old Land Rover models.

Now that passion for the Land Rover brand has brought together two of Germany's leading providers of services for Land Rover owners.

So, in summary, some things have changed at ALLRAD-KONTOR, but the most important things have not. The established team of experts will continue to offer specialist advice and service to customers. Meanwhile the new ownership structure will allow the company to draw on greater resources, combining even more passion and expertise for everything that moves on and off-road. Everything remains in good hands.

-ENDS-

Editor Notes:

Founded in 2002, ALLRAD-KONTOR is a Land Rover Parts and Accessories specialist based in Stuhr, Germany. The Overlanders Trading GmbH are offroad vehicle specialists, with a passion for Land Rover cars, based in Berlin with a workshop that specialises in the maintenance, restoration and modification of Land Rover Defenders. Business enquiries for ALLRAD-KONTOR should be directed to info@allrad-kontor.de.

Press enquiries, in English or German, may be sent to andrew@double8digital.com

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