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C. Bechstein's „own in-house“ Frankfurt Music fair a great success!

(Berlin, 4. Apr. 2006) C. Bechstein is one of the most traditional German manufacturers for grand and upright pianos. Its decision, to invite visitors, dealers and interested people into their own C. Bechstein Center in Frankfurt during this year's Frankfurt Music fair between March 29 and April 1 has been more than a great success.

The professionally presented product range of grand and upright pianos, in particular the five new models, through highly qualified and motivated staff in a perfect environment has proven to be the right concept. It has been very well received by the professional audience.

The new C. Bechstein top class semi concert grand piano (C 234), produced in Seifhennersdorf, Germany, has once again shown its outstanding touch, professional playing action, powerful and colourful sound and pleased the audience. Also the W. Hoffmann middle class uprights, the upright "world 120" with a powerful tone as well as the "model 128" with a harmonic sound profile has attracted the audience's full attention. These instruments are built through its subsidiary C. Bechstein CZ s.r.o. Affordable instruments, built in Europe as an alternative to Asian products

More than 100 dealers from all over the world followed C. Bechstein's invitation to its evening reception "Bechstein meets Friends". Everybody was impressed once again by C. Bechstein's hospitality and professional event.

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About Bechstein: The C. Bechstein Pianofortefabrik AG, which is headquartered in Berlin, Germany, is one of the largest German manufacturers of Upright and Grand pianos selling 5,119 instruments worldwide in 2005. The only C. Bechstein and Bechstein Academy production location, based in Seifhennersdorf Saxony, Germany, is one of the most state-of-the-art production facilities in Europe where the Upright and Grand's are made. Additional manufacturing locations for other brands are in China, Indonesia, Korea and Czech Republic. Among C. Bechstein centres in China, Australia, Japan, South-Korea and The Netherlands Bechstein is covering Germany with its own seven centres.

For further information please visit our website <http://www.bechstein.de>