

# MAHLE

Driven by performance

Same logo. New packaging? Defining a clear strategy.

# QUALITY HAS A NEW FACE.

QUALITY  
GUARANTEED  
BY MAHLE

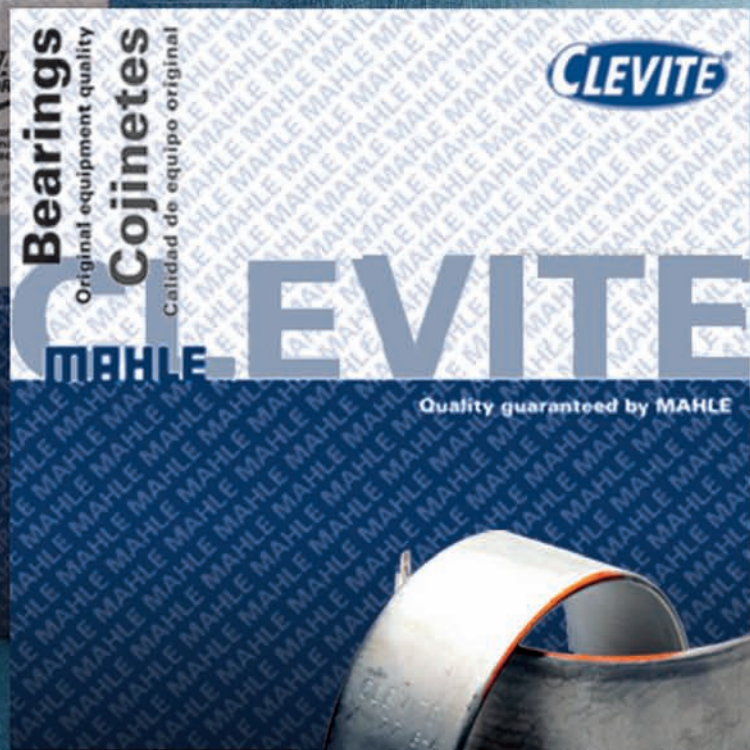
YESTERDAY



TODAY



TOMORROW



**CLEVITE**

## **Same logo. New packaging? Defining a clear strategy.**

Quality, recognition, and availability. All brands have their own characteristics, and brand families such as the MAHLE Aftermarket brand portfolio have more than others. They must maintain a clear structure – and each individual brand must project the brand family affiliation.



Our recent acquisitions necessitate a realignment of the MAHLE brand family because our trading partners require a transparent brand structure while preserving brand differentiation.

### **This means for you as a Clevite customer: same great product in slightly different packaging**

The same brand name continues a legacy of quality enhanced even more by the addition to the MAHLE family. Clevite is still a powerful brand in the MAHLE Clevite family. The market dominance in engine bearings ensures that it will be in the marketplace for years to come.

### **When will you see the new packaging?**

New packaging will begin to show up early in 2010 and a rolling change will continue until all cartons are transferred to the new Clevite packaging. Given a rolling change, the current packaging will remain in the market and on shelves until the change is totally complete.

### **Clevite – the brand for engine bearings in the past and in the future**

- Clevite engine bearings have been the standard in engine bearing quality and innovation for nearly 75 years
- Brand equity nurtured throughout decades of dominance on roads and tracks across North America
- Clevite® engine bearings vaunted TriMetal™ design is now joined by the new Clevite BiMetal™ formulation as a quality and cost-effective alternative

**If you have questions regarding the MAHLE brand structure, visit our Web site – [www.mahlecle vite.com](http://www.mahlecle vite.com), or contact your MAHLE Clevite account manager or customer service team for answers. Additionally, if you would like to use this information on your Web site or other publications, please feel free to do so.**