

**MAHLE**

*Driven by performance*

New packaging? New logo? Defining a clear strategy.

# QUALITY HAS A NEW FACE. WORLDWIDE.

**QUALITY  
GUARANTEED  
BY MAHLE**

YESTERDAY



TODAY



TOMORROW



**MAHLE**  
ORIGINAL

## **New packaging? New logo? 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.

Given this opportunity, we also have modified some of the brand logos to remain on the cutting edge.

### **This means for you as a MAHLE Original customer: red packaging with a new logo in blue**

The packaging for MAHLE Original® engine parts has been red for decades – and it will remain that way in the future. The new MAHLE Original logo transforms into a variation of the corporate MAHLE logo.

MAHLE Filter® brand filter packaging remains blue, but transitions to MAHLE Original brand featuring the new logo.

The new MAHLE Original also means a wider product range. We repositioned MAHLE Original as a full range brand for light vehicle applications and non-American heavy duty applications in North America. This means all light vehicle piston rings will be available in MAHLE Original with this new look and new image.

### **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 MAHLE Original packaging. Given a rolling change, the current packaging will remain in the market and on shelves until the change is totally complete



### **MAHLE Original – the staple in the MAHLE Aftermarket brand portfolio**

- MAHLE Original stands for uncompromising quality in engine parts and filters in Original Equipment and in the Aftermarket
- International brand power from the MAHLE Group featuring highly innovative research and development and a powerful network of international production locations
- Established widely in the Automotive Aftermarket
- The main brand for engine parts and – now also for filters which were available in MAHLE Filter brand up to now – also in the International Aftermarket

**If you have questions regarding the MAHLE brand structure, visit [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.**