

And how do you explain these to your customers?

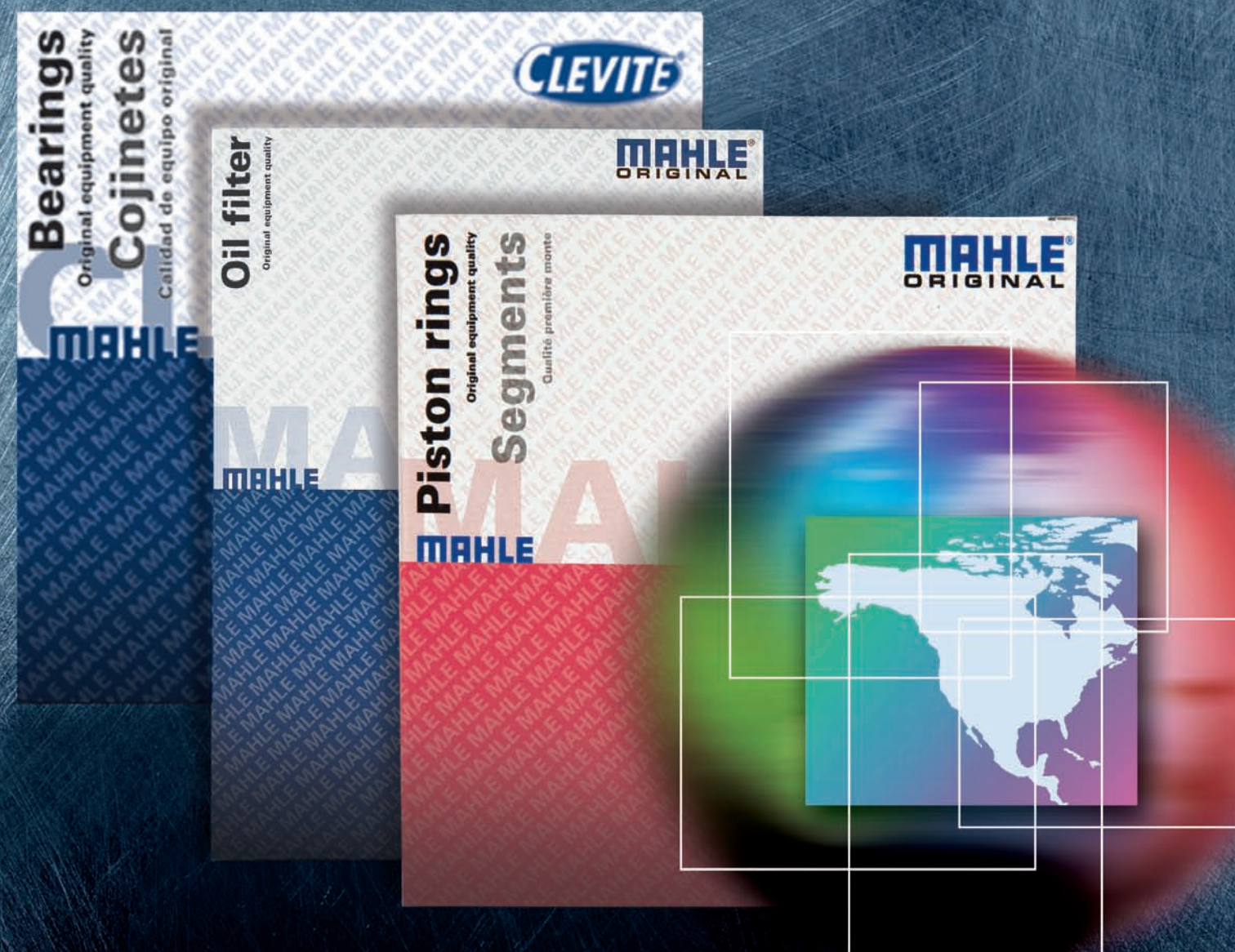
Count on the MAHLE Clevite sales and marketing teams to be the primary source of information to you and your customers through the entire process:

- A comprehensive public relations and advertising campaign to get the message down-channel through all steps of the distribution process
- The MAHLE Clevite Web site (www.mahleclevite.com) will stay updated with all changes as they happen and continue to provide answers along the way
- The MAHLE Clevite customer service staff is equipped to handle all questions from anyone in the market

Examples of materials to appear throughout the brand transition process.



THE NEW MAHLE BRAND STRATEGY 2010 AND BEYOND.



Why did we develop a new brand strategy for MAHLE?

- Our trading partners need a concise brand structure defining the variety of brands – recent acquisitions have made realignment necessary
- Brands are created in order to achieve a connection with the brand family; they must also have strong stand-alone brand recognition and corresponding identification potential

We are using this opportunity to graphically adjust each of them slightly in order to reinforce the commonality in our “family” of brands.

Here are the brand and logo changes that will roll-out over the next year – and an overview of the new structure of the MAHLE brand world in North America.

MAHLE Original – the staple of the MAHLE Aftermarket brand portfolio

- MAHLE stands for uncompromising quality in engine parts and filters in Original Equipment and in the Aftermarket
- Brand support from the MAHLE Group globally including innovative research and development teams along with a powerful network of international production locations
- Growing recognition in the Automotive Aftermarket
- MAHLE Original – the dominant global brand – is positioned in North America as a full range brand for engine components, excluding light vehicle and heavy duty bearings
- All light vehicle piston rings (formerly Perfect Circle brand) are transitioning to the new MAHLE Original
- The complete heavy duty offering for non-American applications moves to the new MAHLE Original, including piston rings (formerly Perfect Circle brand)
- The new global brand for filters (formerly MAHLE Filter brand)

MAHLE
ORIGINAL

MAHLE Filter becomes MAHLE Original

When MAHLE Clevite was formed in 2007, engine parts were available under both the MAHLE Original and Clevite brands, filters were available in the MAHLE Filter brand. Since all MAHLE products are “original MAHLE”, we removed the separation between filters and engine components and branded them as MAHLE Original.

And what does this mean for the color of the logo and the packaging?

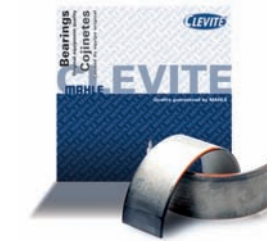
The logo of MAHLE Original will be blue – in the color of the company MAHLE. As engine parts from MAHLE are associated with red, we have maintained this color code. The MAHLE engine parts stay red and the filters stay blue.



Clevite – the staple of the North American brands

- 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
- First choice in heavy duty engine part replacement
- Genuine Clevite engine parts are now available worldwide for heavy duty replacement engine parts for North American applications; now including heavy duty piston rings (formerly Perfect Circle brand)
- Clevite is still a powerful brand in the MAHLE Clevite family – market dominance in engine bearings and heavy duty engine parts (for American applications) ensure that it will be in the marketplace for years to come

CLEVITE



American heavy duty applications only

Victor Reinz – the premium solution provider for total sealing systems for all applications

- Victor Reinz – the premium solution provider for total sealing systems for all applications
- Victor Reinz is known as the premier innovator of new gasket materials, like graphite and multi-layer steel, that provide optimum sealing in all environments
- Extensive presence in OE gasket production worldwide
- Formed from the combination of Victor gaskets in North America and Reinz gaskets in Europe to insure the finest in sealing in all applications
- Victor Reinz® gaskets are available in all applications throughout the North American Aftermarket through MAHLE Clevite
- Victor Reinz and the Victor Reinz trademark are property of Dana Limited and used under license to MAHLE Clevite Inc.

And now the most important thing: What advantages does the brand restructuring offer you, the customer?

- Even more security in quality: through unification of development and production standards in the sense of an overall international standard
- Even better availability and faster service: through the optimization of sales and logistic structures
- Security measures better equipped to fight product and brand piracy and counterfeiting
- Competitive advantages allowed by the new brand structure to assure the maximization of marketing resources as only essential brands remain

VICTOR REINZ

