

MAHLE

Driven by performance

New brand? New Packaging? Defining a clear strategy for North America.

PROVEN PERFECT CIRCLE
QUALITY
IS NOW MAHLE ORIGINAL.

**QUALITY
GUARANTEED
BY MAHLE**

YESTERDAY



TODAY



TOMORROW



MAHLE
ORIGINAL

New brand? New Packaging? Defining a clear strategy in North America.

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 Perfect Circle customer: same red packaging with a new brand in blue – Perfect Circle is now part of the new MAHLE Original.

The packaging for MAHLE Original® piston rings looks virtually identical to the former Perfect Circle package with the only major change being the brand transition in the upper corner. The part numbering system remains unchanged to ensure a seamless transition for all customers and technicians.

MAHLE Original piston rings combine all of the great things Perfect Circle represented for over a century and leverage that with the reputation for global technology and innovation MAHLE is known for. The expertise remains unchanged, as well as the first rate support mechanisms like sales, customer service and technical service.

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
- MAHLE Original carries over everything from Perfect Circle, including the part number system, to make this change as seamless as possible for customers and technicians

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

