

# Press Release

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Las Vegas, NV, November 9, 2021

## MAHLE Aftermarket Wins “Best Overall Product Line” Award for CareMetix Cabin Air Filters During 2021 Import Vehicle Community Product and Marketing Awards

- MAHLE also wins the award for “Best Merchandising/Advertising”
- Recognized for line of MAHLE CareMetix cabin air filters and demonstrator
- An award trophy for each category was presented to MAHLE during a press conference at the 2021 Automotive Aftermarket Products Expo (AAPEX) Show on November 2, 2021

**MAHLE Aftermarket Inc. received two Import Vehicle Community 2021 Import Product and Marketing Awards for its line of MAHLE CareMetix cabin filters and MAHLE CareMetix cabin air filter demonstrator. Import Vehicle Community is a hyper-focused community of the Auto Care Association that is committed to serving the needs of all businesses engaged in import nameplate products and services. An award trophy for each category was presented to MAHLE during an Import Vehicle Community press conference at the 2021 Automotive Aftermarket Products Expo (AAPEX) Show on November 2, 2021, in the Sands Expo Convention Center, Las Vegas, Nevada.**

“It is a privilege to be recognized for not only one, but two industry awards that were judged by a panel of our peers within the Auto Care Association community,” said Jon Douglas, President, MAHLE Aftermarket North America. “We engineer our solutions to provide innovation in design and manufacturing, as well as meet the same strict quality standards as those we use for automotive brands. With the persistent challenges that the COVID-19 pandemic poses, it is particularly gratifying to be cited for a product that ensures a safe and healthy interior environment for drivers and passengers.”

Each 2021 Import Product and Marketing Award was broken down into nine categories and each entry was reviewed by an expert judging panel. MAHLE received its first award for *Best Overall Import Aftermarket Product or Product Line* for its line of CareMetix cabin air filters, which features S5 broadband technology with five layers of protection. Winners of this category were judged for several factors, including a commercial success record, quality reputation, market demand, presentation and packaging.

MAHLE received its second award in the *Best Merchandising/Advertising of a Product for Import Cars or Trucks* category for a unique, demonstrator tool that conveys the effectiveness of CareMetix cabin air filters. Criteria to be considered for this category included a product that demonstrated creativity in design and presentation of brand messaging as well as an effective advertising platform and overall campaign strategy.

The MAHLE CareMetix cabin air filters keep the air in the vehicle clean through S5 broadband technology to provide reliable filtration that prevents the need for expensive repairs that result from clogged heaters or air conditioning systems. They filter not only particles and strong odors, but also – and most importantly – unhealthy and allergenic substances such as mold, bacteria, and allergens that other filters miss.

From a small test workshop to one of the top 20 automotive suppliers, MAHLE is proud to celebrate 100 years of delivering superior quality products around the world. For more information about MAHLE Aftermarket and its brands, visit [www.mahle-aftermarket.com](http://www.mahle-aftermarket.com), or contact your local sales representative.

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#### **About MAHLE**

MAHLE is a leading international development partner and supplier to the automotive industry. The technology group is committed to playing an active role in transforming the mobility of the future by further optimizing the combustion engine, driving forward the use of alternative fuels, and laying the foundation for the worldwide introduction of e-mobility and other alternative drives, such as fuel cells. The group's product portfolio addresses all the crucial aspects of the powertrain and air conditioning technology.

In 2019, MAHLE generated sales of approximately EUR 12.0 billion and is represented in over 30 countries with more than 77,000 employees in 160 production locations and 16 major research and development centers. (Last revised: 2019-12-31)

#### **About MAHLE Aftermarket**

MAHLE Aftermarket, the business unit specializing in spare parts, uses the expertise from the series production of original equipment in its product range and supplies trade, workshop, and engine repair partners. The portfolio also includes products developed by MAHLE Service Solutions for workshop equipment as well as comprehensive services and customized training programs.

MAHLE Aftermarket is represented at 25 locations and other sales offices worldwide, with around 1,700 employees. In 2019, the business unit achieved a global sales volume of about EUR 950 million.