

## **MAHLE Clevite Inc. Expands Online Offering of Victor Reinz® Gasket Data Utilizing OptiCat**

Ann Arbor, Michigan, June 28, 2012 – MAHLE Clevite Inc. recently expanded the Victor Reinz® online product offering in conjunction with the implementation of a new data distribution method. The distribution system utilizes technology provided by OptiCat.

While Victor Reinz gaskets have always been available for applications dating back to 1942, only applications from 1990 and newer were available electronically. The increase includes over 9,000 unique part numbers for applications from 1942 to 2013, over 75,000 vehicle engine combinations and coverage for over 211 million vehicles registered in the United States, and can be viewed in *Launchpad*™.

*Launchpad*, a portal of electronic catalogs, allows a convenient way to search, view and/or purchase parts within one user experience by entering the model or OE number, and features an “Add to Cart” ordering function tied directly to customer accounts. Users do not have to be logged in to search for an application, but if logged in they can easily add parts from any electronic catalog to the eCommerce ordering tool, MAHLECleviteOrder.com.

In conjunction with the expanded gasket product offering, MAHLE Clevite has implemented a new data distribution service. Utilizing the OptiCat industry data repository, this distribution system allows for the delivery of critical data to one centralized location and in one format. OptiCat is a free service that can be activated in less than 15 minutes. All data is first validated and is delivered directly to subscribers in the ACES format – the industry standard for the management and exchange of automotive catalog and vehicle data. Once registered, users can subscribe to ACES Victor Reinz.

“Thanks to the hard work of the gasket product team and data management team, not only have we implemented an additional method to deliver accurate information in a timely fashion, but our electronic gasket offering now covers vehicle model years from 1942 to present,”

said Duane Bethke, Team Coordinator II – Gaskets, MAHLE Clevite Inc.  
“The expansion shows our commitment to providing customers the tools they need to succeed both electronically and in our full line of products.”

To access the expanded gasket coverage in Launchpad, visit  
<http://catalog.mahle-aftermarket.com>.

For additional information and to register for OptiCat, visit  
[www.opticat.net](http://www.opticat.net).

### **About MAHLE**

The MAHLE Group is one of the top 30 automotive suppliers and the globally leading manufacturer of components and systems for the internal combustion engine and its peripherals. Around 49,000 employees work at over 100 production plants and eight research and development centers. In 2011, MAHLE achieved sales of around EUR 6 billion (USD 8.3 billion).

### **For further information:**

MAHLE Clevite Inc.  
Duane Bethke  
Team Coordinator II - Gaskets  
1240 Eisenhower Place  
Ann Arbor, MI 48108  
USA  
Phone: +734/975-7963  
Fax: +734/975-7825  
[duane.bethke@us.mahle.com](mailto:duane.bethke@us.mahle.com)

Michele Brown  
Harris, Baio & McCullough  
(215) 440-9800  
[michele@hbmadv.com](mailto:michele@hbmadv.com)