

MAHLE CLEVITE INC. INTRODUCES SMART PART(ner) CAMPAIGN

MAHLE makes “Smart Parts” for Technicians, and is the “Smart Partner” for distributors and channel partners

Farmington Hills, Michigan, October 24, 2013 – MAHLE Clevite Inc. introduces its “SMART PART(ner)” campaign. Focused on the message to all Aftermarket partners, the new campaign highlights the added benefits technicians receive when selecting a MAHLE part, and the enhanced partnership established with distributors when they choose MAHLE Clevite. Added benefits include technical expertise, superior customer service and product training support.

The SMART PART(ner) campaign supports the complete MAHLE Clevite product offering – from gaskets, engine bearings, and engine parts; to filters, turbochargers, and the new thermostat offering. Additionally, it places an emphasis on the MAHLE Clevite customer service programs, including product training, online catalog and technical bulletins.

“Technicians around the world already are confident when choosing MAHLE Clevite branded products, but they are looking more to us for product information, technical expertise and overall support” said Ted Hughes, Manager – Marketing for MAHLE Clevite. “The SMART PART(ner) campaign creates a channel for us to focus more on what distributors need to do business and what technicians need to maximize time in the shop. This campaign is just another way MAHLE Clevite shows support for Aftermarket partners in maintaining a profitable repair business.”

The SMART PART(ner) campaign officially launches at the 2013 AAPEX show and can be seen in print industry trade publications and eNewsletters. Additionally, MAHLE Clevite sales literature reflects the new campaign, placing more of a focus on the product and technical support received when purchasing a MAHLE Clevite product.

-more-

For more information about MAHLE Clevite Inc. and its North American Aftermarket activities, visit www.mahle-aftermarket.com, or contact your local sales representative.

About MAHLE

The MAHLE Group is one of the top 30 automotive suppliers and the leading global manufacturer of components and systems for the internal combustion engine and its peripherals. MAHLE employs approximately 48,000 people worldwide and generated sales of nearly EUR 6.2 billion in 2012.

MAHLE Aftermarket, the business unit specializing in spare parts, uses the expertise from the series production of original equipment in its automotive aftermarket product range, and supplies trade, repair shop, and engine repair partners. MAHLE Aftermarket is represented at 17 locations and other sales offices worldwide, with 1,500 employees. In 2012, the business unit attached a global sales volume of EUR 797 million (USD 1.024,6 billion).

For further information:

MAHLE Clevite Inc.
Ted Hughes
Manager - Marketing
23030 MAHLE Drive
Farmington Hills, MI 48335
USA
Phone: +248/347-9710
Fax: +248/596-8899
ted.hughes@us.mahle.com