

# Press release

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## MAHLE Aftermarket customer magazine MPULSE wins Automotive Brand Contest 2020 award

- MPULSE recognized in the Corporate Publishing category
- MAHLE customer magazine for workshops tops field of around 60 entries
- MPULSE is published in 18 languages in over 30 countries with a circulation exceeding 30,000 copies

**MPULSE, MAHLE's customer magazine for workshops, has won the Automotive Brand Contest 2020 award in the Corporate Publishing category. As well as providing workshops with regular information about new products and technical innovations, the automotive supplier's publication offers its readers valuable practical tips in addition to interesting articles and exciting promotions. This concept succeeded in winning over the jury from the German Design Council, which awards the prizes. In this year's contest, MPULSE came out on top against around 60 competitors from inside and outside Germany. The customer magazine is published in 18 languages in over 30 countries with a circulation exceeding 30,000 copies.**

"MAHLE Aftermarket has supplied more than just spare parts for many years. As a provider of services and solutions, we're now a true partner to workshops in all matters relating to their business. Our MPULSE customer magazine is an important communication channel in this respect and one that our customers really value," says Olaf Henning, Corporate Executive Vice President and General Manager MAHLE Aftermarket.

The MPULSE Mobility Magazine presents information about technology issues and product innovations relating to the aftermarket in a varied and entertaining style. It is one element of a diverse array of analog and digital information sources provided by the company, which also includes the MAHLE

CustomerCare Portal in addition to a wide selection of technical publications and support materials for workshops and the wholesale trade.

The Automotive Brand Contest is hosted by the German Design Council, Germany's leading authority on brands and design. Through this competition, the prestigious institution recognizes outstanding product and communication design in the automotive industry with a focus on holistic and consistent brand presentation across all media and products.

## **Image material**

*ABC\_Award\_1.pdf: Award-winning: MAHLE's customer magazine, MPULSE, has been honored with the prestigious Automotive Brand Contest (ABC) award in the Corporate Publishing category.*

*ABC\_Award\_2.jpg: Prestigious: the German Design Council's competition recognizes outstanding product and communication design.*

## **About MAHLE**

MAHLE is a leading international development partner and supplier to the automotive industry as well as a pioneer for the mobility of the future. The group's product portfolio addresses all the crucial issues relating to the powertrain and air conditioning technology—both for drives with combustion engines and for e-mobility. In 2019, the technology group generated sales of approximately EUR 12.0 billion with more than 77,000 employees and is represented in over 30 countries with 160 production locations.

## **About MAHLE Aftermarket**

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, 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.

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