

MAHLE Aftermarket Kicks Off Fourth Tier of “7 Reasons” Promotion with Chance to Win “Get to the ‘Start’ing Line!” Grand Prize Package

Farmington Hills, Mich., September 3, 2019 – MAHLE Aftermarket North America recently launched the fourth tier of the “7 Reasons” promotion, offering participants the opportunity to win the Get to the ‘Start’ing Line!” grand prize package. The package consists of the winner’s choice of either a trip for two racing event package or a staycation package. Reason 4 of the promotion, featuring MAHLE starters and alternators, is open from September 2, 2019 through September 15, 2019.

“The MAHLE ‘7 Reasons’ promotion is racing full-throttle ahead, with participants sharing their reasons for considering MAHLE products,” said Jon Douglas, President, MAHLE Aftermarket North America. “With MAHLE’s diverse range of starters and alternators for both gasoline and diesel engines, it was a natural fit to offer a high-performance racing grand prize for this tier of our promotion. We are also offering an alternative staycation package grand prize for participants that may prefer to stay close to home.”

Participants can enter to win the Reason 4 grand prize package at www.mahle-aftermarket.com/7reasons and describe their reason for using MAHLE starters and alternators. Our independent panel of experts will review and judge all entries according to the specific criteria outlined in the official rules. The “Get to the ‘Start’ing Line!” grand prize racing package, valued at approximately \$1,500, includes trip for two – one winner and one guest – to a NHRA race with hospitality experience, coach airfare for two and hotel accommodations for two nights. The alternate staycation grand prize, valued at \$500, includes a \$200 hotel gift card, \$100 VISA® gift card and a \$200 ticketing site gift card.

(more)

Contest is sponsored by MAHLE Industries, Inc. and is open to legal residents of the 50 United States. Entrants must be eighteen (18) years of age or older at the time of entry. No purchase necessary to enter or win. See Official Rules for details. Entry period begins at 12:00 a.m. ET Sept. 5, 2019, and ends at 11:59 p.m. ET Sept. 15, 2019.

For more information about MAHLE Aftermarket and its brands, visit www.mahle-aftermarket.com or contact your local sales representative.

###

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 2018, the group generated sales of approximately EUR 12.6 billion with more than 79,000 employees and is represented in more than 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. The full extent of this expertise is found in the MAHLE, BEHR, BRAIN BEE, CLEVITE, IZUMI, KNECHT FILTER, and METAL LEVE brands.

MAHLE Aftermarket is represented at 25 locations and other sales offices worldwide, with around 1,700 employees. In 2018, the business unit achieved a global sales volume of over EUR 928 million.

About MAHLE Service Solutions

MAHLE Aftermarket Inc., Service Solutions division specializes in the development, manufacturing and distribution of automotive services, tools and maintenance equipment, including vehicle diagnostics, air conditioning service, fluid exchange and nitrogen tire inflation systems. Formerly known as RTI Technologies, MAHLE Service Solutions continues its legacy of building shop equipment for the most stringent OEM and aftermarket needs. Along with this expertise, MAHLE Service Solutions combines the know-how of MAHLE Behr with automotive thermal management and MAHLE Powertrain with automotive test systems. Each of these three entities have more than 25 years of R&D and technology deployment experience providing advanced solutions for OE manufacturers.

In addition to the high-quality products offered through its Service Solutions division, MAHLE Aftermarket provides a comprehensive and well-developed service network to ensure quick and professional technical support and training for repair shops. For more information about MAHLE Aftermarket Service Solutions, visit www.servicesolutions.mahle.com.

Further queries:
MAHLE Aftermarket Inc.
Ted Hughes
Manager - Marketing
23030 MAHLE Drive
Farmington Hills, MI 48335
USA
Phone: +248/347-9710

P
R
E
S
S
R
E
L
E
A
S
E

Fax: +248/596-8899
ted.hughes@us.mahle.com