

MAHLE

SIMPLE. CLEAR. COMPACT.
THE NEW PACKAGING DESIGN

Aftermarket

WWW.MAHLE-AFTERMARKET.COM

WHICH PRODUCTS ARE AVAILABLE FROM WHICH BRAND IN WHICH REGION?



	EMEA	NORTH AMERICA	SOUTH AMERICA	ASIA
Engine components	MAHLE, CLEVITE, IZUMI	MAHLE, CLEVITE, IZUMI	MAHLE, METAL LEVE, CLEVITE, IZUMI	MAHLE, IZUMI, CLEVITE
Filters	MAHLE, KNECHT FILTER	MAHLE	MAHLE, METAL LEVE	MAHLE
Engine cooling & air conditioning	MAHLE, BEHR	MAHLE, BEHR	MAHLE, BEHR	MAHLE, BEHR
Turbochargers	MAHLE	MAHLE	MAHLE, METAL LEVE	MAHLE
Starter motors & alternators	MAHLE	MAHLE	MAHLE	MAHLE
E-mobility & electronics	MAHLE	MAHLE	MAHLE	MAHLE
Workshop equipment	MAHLE, BRAIN BEE	MAHLE	MAHLE, BRAIN BEE	MAHLE, BRAIN BEE

MAHLE BRAND POWER ...

MAHLE Aftermarket unites seven strong brands that are synonymous with innovation and uncompromising quality—on a global and regional basis. New in the MAHLE brand family since 2018: BRAIN BEE, the expert in workshop equipment for the markets in Europe, Middle East, Africa, South America, and parts of Asia.

... NEWLY PACKED

As of 2019, you will receive the MAHLE Aftermarket products in new-style packaging. Bold colors, concise information, and a clearer design will facilitate handling in trade and workshops. The MAHLE security labels will remain unchanged—to ensure that you can reliably identify the MAHLE original packaging in the future as well.

→ MAHLE ORIGINAL BECOMES MAHLE

If it says MAHLE on the outside, it's got the original on the inside. That's why, beginning in 2019, our global sales brand will become simply MAHLE.





MAHLE®

THE STRONG GLOBAL BRAND

Throughout the world, the MAHLE brand stands for spare parts in original equipment quality along the entire powertrain, covering engine components, filtration, engine cooling and air conditioning, starter motors and alternators, workshop equipment, and spare parts for classic vehicles.

- Engine components & turbochargers
- Filters
- Engine cooling & air conditioning
- Starter motors & alternators
- E-mobility & electronics
- Workshop equipment & diagnostics
- Spare parts for vintage cars

PACKAGING COLOR: **blue**
SALES REGION: **worldwide**



BEHR®

THE GLOBAL EXPERT IN ENGINE COOLING AND AIR CONDITIONING

BEHR is the global expert in thermal management and stands for innovative solutions in vehicle air conditioning and engine cooling. In the automotive maintenance and repair market, BEHR offers:

- **Thermostats**
- **Thermal switches**
- **Thermocouples**
- **Air conditioning compressors**

PACKAGING COLOR: **blue**
SALES REGION: **worldwide**

⊕ PERFORMANCE PACKAGING

Products for high-performance engines

white lid for direct imprint



THE TRADITIONAL BRAND FOR AMERICAN COMMERCIAL VEHICLES

CLEVITE is one of the most tradition-steeped brands for engine components in U.S. commercial vehicle, construction, and agricultural machinery applications.

- Rings
- Valves
- Pistons
- Bushings
- Sleeves
- Assemblies
- Bearings
- Camshafts

PACKAGING COLOR: **blue**
SALES REGION: **worldwide**



THE BRAND FOR JAPANESE COMMERCIAL VEHICLES

IZUMI is the brand for Japanese commercial vehicle and off-road applications.

- **Pistons**
- **Rings**
- **Assemblies**
- **Valves**
- **Bushings**
- **Bearings**

PACKAGING COLOR: **blue**
SALES REGION: **worldwide**



THE EUROPEAN FILTRATION SPECIALIST

KNECHT FILTER is the European filtration specialist—a renowned brand with a strong customer commitment that has been part of the MAHLE brand family for decades.

- Oil filters
- Air filters
- Cabin filters
- Fuel filters
- Safety elements
- Transmission oil filters
- Hydraulic filters

PACKAGING COLOR: **orange**

SALES REGION: **Europe, Middle East, and Africa**



THE TRADITIONAL SOUTH AMERICAN BRAND

In South America, METAL LEVE stands for MAHLE's high-quality product portfolio and outstanding service.

- Engine components & turbochargers
- Filters
- Workshop equipment & diagnostics
- Engine cooling & air conditioning
- Starter motors & alternators
- E-mobility & electronics
- Spare parts for vintage cars

PACKAGING COLOR: **yellow**
SALES REGION: **South America**

NEW PACKAGING, CONSISTENTLY HIGH LEVEL OF SECURITY

Product piracy concerns everyone. Approximately 36,000 deaths and 1.5 million accidents can be traced back to unapproved and technically inferior vehicle parts. If the OEM's specifications for development, production, and material selection are not complied with, these products frequently exhibit inadequate performance causing fatal malfunctions and damage. Warranties and claims for compensations are seldom offered.

HIGH RISKS FOR EVERYONE

Marketing such counterfeit products is a punishable offense—manufacturers and distributors will face heavy fines. Any distributor that purchases and sells unusually cheap goods can't use ignorance as an excuse. The often inferior performance of counterfeit products endangers the lives of passengers and other motorists, as well as the environment. They negatively impact the service life of other vehicle parts, which can result in major and expensive repairs, thus voiding any warranty claim.

HOW CAN YOU SPOT COUNTERFEIT PRODUCTS?



- Drastically reduced price
- Questionable advertising material
- Lack of technical information
- Discrepancies in the packaging (material, design, size, print)
- Dubious merchant ratings on online platforms
- Incorrect brand name or logo
- Incomplete security label on packaging for engine components and thermostats
- Defects in product material or workmanship
- Damaged security strip



Our advice: only purchase goods from trustworthy dealers and investigate bargain offers particularly thoroughly.

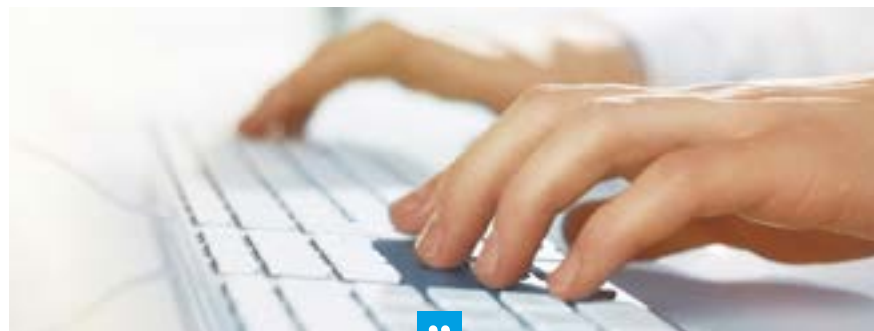
RISKS ASSOCIATED WITH UNAUTHORIZED ONLINE TRADING

Besides unofficial marketplaces and free trade zones, the Internet is the largest market for product piracy. Professionally designed websites deceive consumers with recommendations and ratings. Comparatively few investigators are up against a multitude of suppliers. The criminals behind product piracy operate anonymously.

OUR STRATEGY

We communicate with other companies in the automotive industry, and keep our partners informed about our search for illegal copies and counterfeit brands or patents. Together we develop strategies against every form of product piracy.

Every brand or patent infringement discovered by MAHLE will be prosecuted. MAHLE follows a zero-tolerance policy and uses all available legal means against the manufacturers of fake goods.



OUR APPROACH INVOLVES:

- Internal support measures in sales and product development
- Monitoring the markets
- Global attendance at trade fairs
- Price analyses and test purchases
- Cooperation with competitors, authorities, and dealerships
- Product training for customers and customs officials
- Membership in the WCO (World Customs Organization) with annual, global customs operations against the import and export of suspicious merchandise
- Extended border seizures

Do you have any questions about product or brand piracy?
Write to us: original@mahle.com

MAHLE

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