

MAHLE

MAHLE

GASKETS

THE ORIGINAL CHOICE IN OE SEALING SOLUTIONS

AFTERMARKET



MAHLE®

A hand holding a glowing red laser pointer over a globe, with a black handgun in the foreground. The background is a dark, textured surface. The text is overlaid on a white horizontal band.

MAHLE PROVIDES CUTTING EDGE
**QUALITY,
TECHNOLOGY,
& INNOVATION**

Regardless of the product line, “Quality Guaranteed by MAHLE” is the backbone of every product in the MAHLE Aftermarket offering.

The MAHLE Advantage is evident in the commitment to customer satisfaction with the array of value added services that comprise it. Service is as much a part of what defines MAHLE Aftermarket as the quality and technology of the products themselves. MAHLE ranks as one of the world’s largest parts and component suppliers to the global automotive industry. With systems expertise in applications ranging from light vehicle, to heavy duty, performance and industrial; providing cutting edge quality, technology, innovation define MAHLE. Every day, 76,000 employees, including more than 66,000 engineers, work in 170 different facilities on five continents to deliver on the MAHLE defining ideals. At the heart of this global footprint are 15 technical centers focused on research and development where MAHLE engineers design, build, and test the technologies that drive an industry.

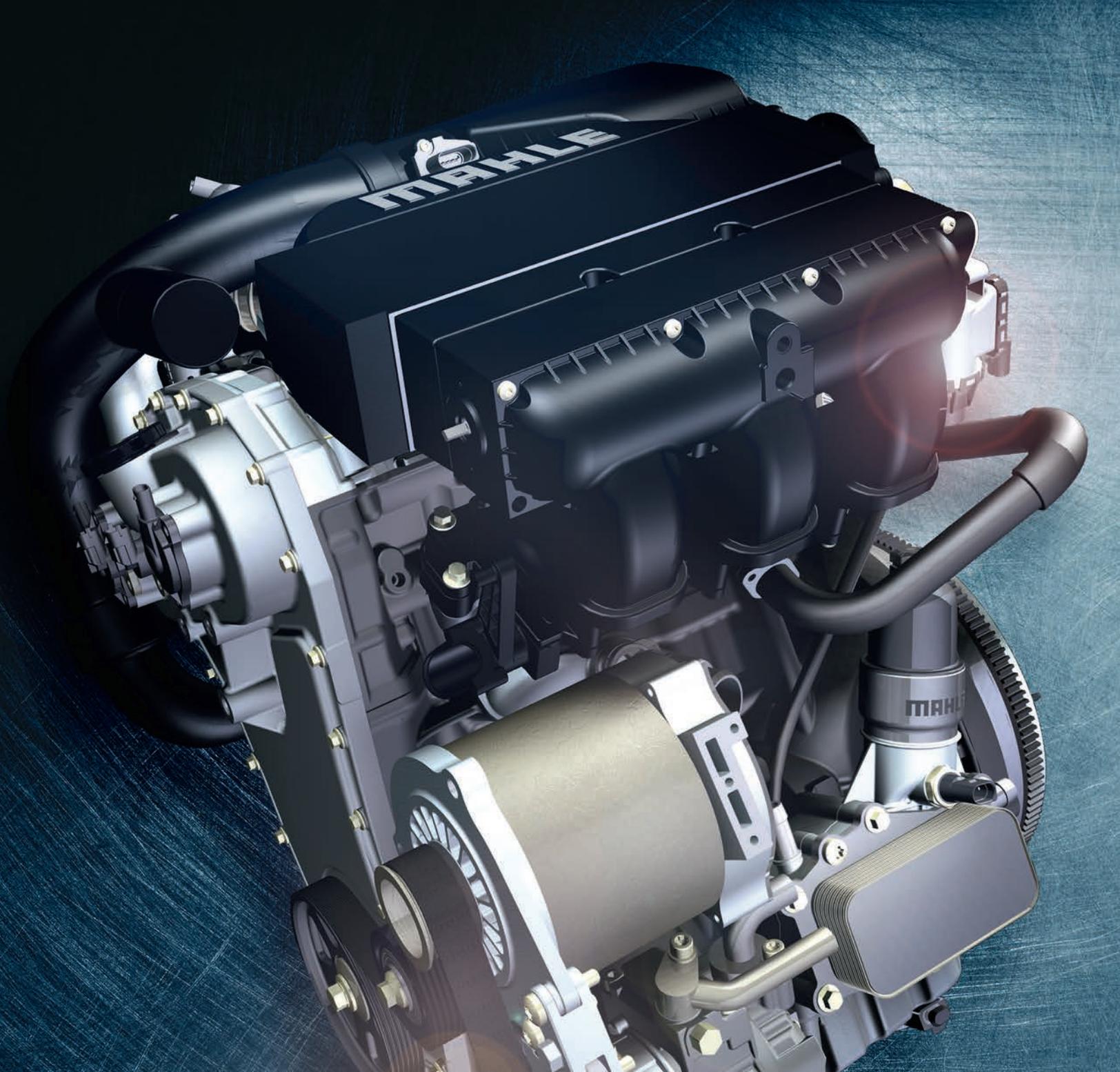
The core of these Technical Centers are instruments like engine dynos, metallurgical laboratories, and prototyping machines that assist in the design of OE components, modules, and vehicular systems.

These same facilities are the driving force for product testing and supplier validation procedures created by MAHLE Aftermarket for products throughout the full product offering. These capabilities are a defining difference in enabling the assurance that MAHLE gaskets are the very best in the industry, taking “application engineered” to a new level.

A look at the broad portfolio of MAHLE in both the OE and Aftermarket channels illustrates MAHLE as much more than just a piston company. Design and manufacturing strengths have helped the company evolve into a comprehensive solutions provider as opposed to simply a parts manufacturer.

As OE vehicle manufacturers transition to designs that utilize a more modular approach under the hood, MAHLE engineers have been called upon to take the lead in many of these designs. Though MAHLE may not manufacture every part in a system or module, MAHLE engineers must have knowledge of various technologies from materials, manufacturing processes, as well as an understanding of what it takes to construct and seal a complete design in accordance with what a vehicle manufacturer demands.





**QUALITY GUARANTEED
BY MAHLE.**

The industry leading team at MAHLE Aftermarket specializes in:



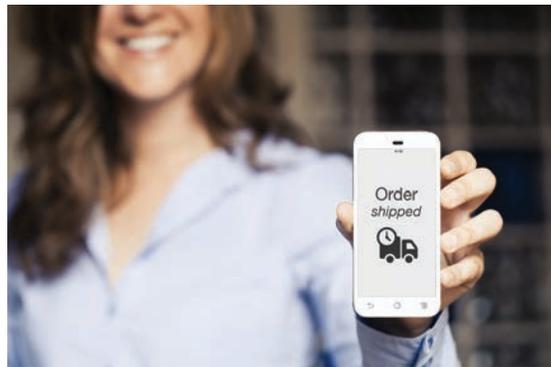
Knowledgeable customer service



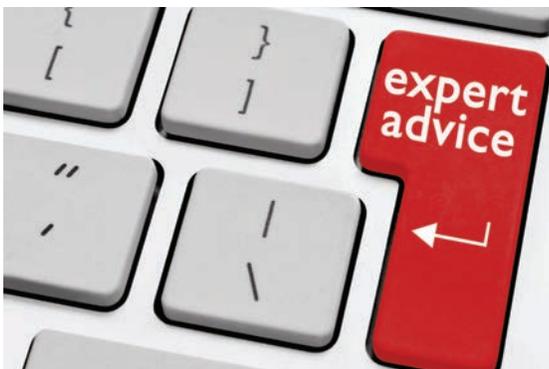
Multiple ways to order



eCatalog & online support



Quick order processing



Expert technical service department



Same day shipping



THE
ORIGINAL CHOICE
IN OE SEALING SOLUTIONS

MAHLE® Gaskets

The gasket product team at MAHLE Aftermarket has worked for decades to bring gaskets to the independent aftermarket under the Victor Reinz brand. Most of this team pre-dates the acquisition of Dana's engine parts division in 2007. Since that 2007 transaction, and the commitment from MAHLE to develop the very best in gasket quality and coverage, the Victor Reinz brand (under license from Dana) surged to the forefront of the gasket aftermarket providing the best in product and service. As MAHLE moves on from the Victor Reinz brand, the expansion of the MAHLE brand to include gaskets brings with it all of the hallmarks that made MAHLE Aftermarket one of the top gasket suppliers in the industry. All of this intellectual property remains with MAHLE, including product images, set contents (bills of materials), part numbers and UPC codes, even cataloging and other data management items remain within MAHLE Aftermarket and will be at the forefront of the MAHLE gasket line.

Exploration of the value proposition for MAHLE gaskets reveals many attributes important to all channel partners. While every one of them is important, the biggest focus is on the MAHLE Gasket core competencies: OE Form, Fit, and Function, Coverage, as well as Set Contents and Packaging.

OE Form, Fit & Function

As the industry moves toward an increased focus to provide technicians what they desire: the ability to replace the OE part with a part that looks and feels exactly like the one they take off – MAHLE gaskets lead the way. In fact, 99% of parts sold in the MAHLE package meets the OE Form, Fit, Function standard; this is far superior to any other supplier, including the leading competitor.

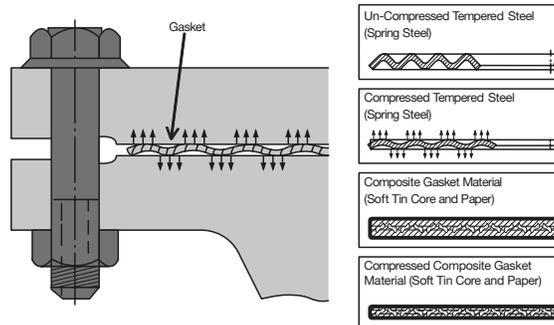
The illustration to the right shows a detailed look at what the environment is for a typical gasket. As OE manufacturers continue to evolve their engine development, often utilizing different materials from cast iron like years past, to aluminum, to alloys now still in development; the sealing needs

and characteristics change. Each material reacts to the environment differently, meaning different expansion or contraction rates, presenting new challenges for the gaskets sealing the engine. As the illustration shows, the optimum seal is gained when that resistance between the two sides can be maintained – when this is attempted with a composite gasket material, it is impossible for this resistance but presents no challenge for the MAHLE MLS version.



Within the Top 10 gasket segments in the industry today, the difference between MAHLE and the competition is clear. From the over 700 head set part numbers offered, down to the nearly 50 offered in thermostat gaskets, the percentage of MAHLE coverage in OE Form, Fit & Function is in the high 90's for virtually all of them as opposed to the competition who does not reach 90% in any of these top categories. In fact, MAHLE Aftermarket has a term to describe when there is not only exclusive coverage, but there is OE Form, Fit & Function included in this exclusive coverage: Advantage Plus. MAHLE currently offers over 700 of these Advantage Plus numbers making it the clear choice for every sealing need.

MAHLE® MLS head gaskets with advanced Black Diamond™ coating feature maximum adhesion, increases durability and temperature resistance; the Black Diamond™ coating is also resistant to engine fluids including gas, oil, and coolant.





THE INDUSTRY'S BEST GASKET
COVERAGE



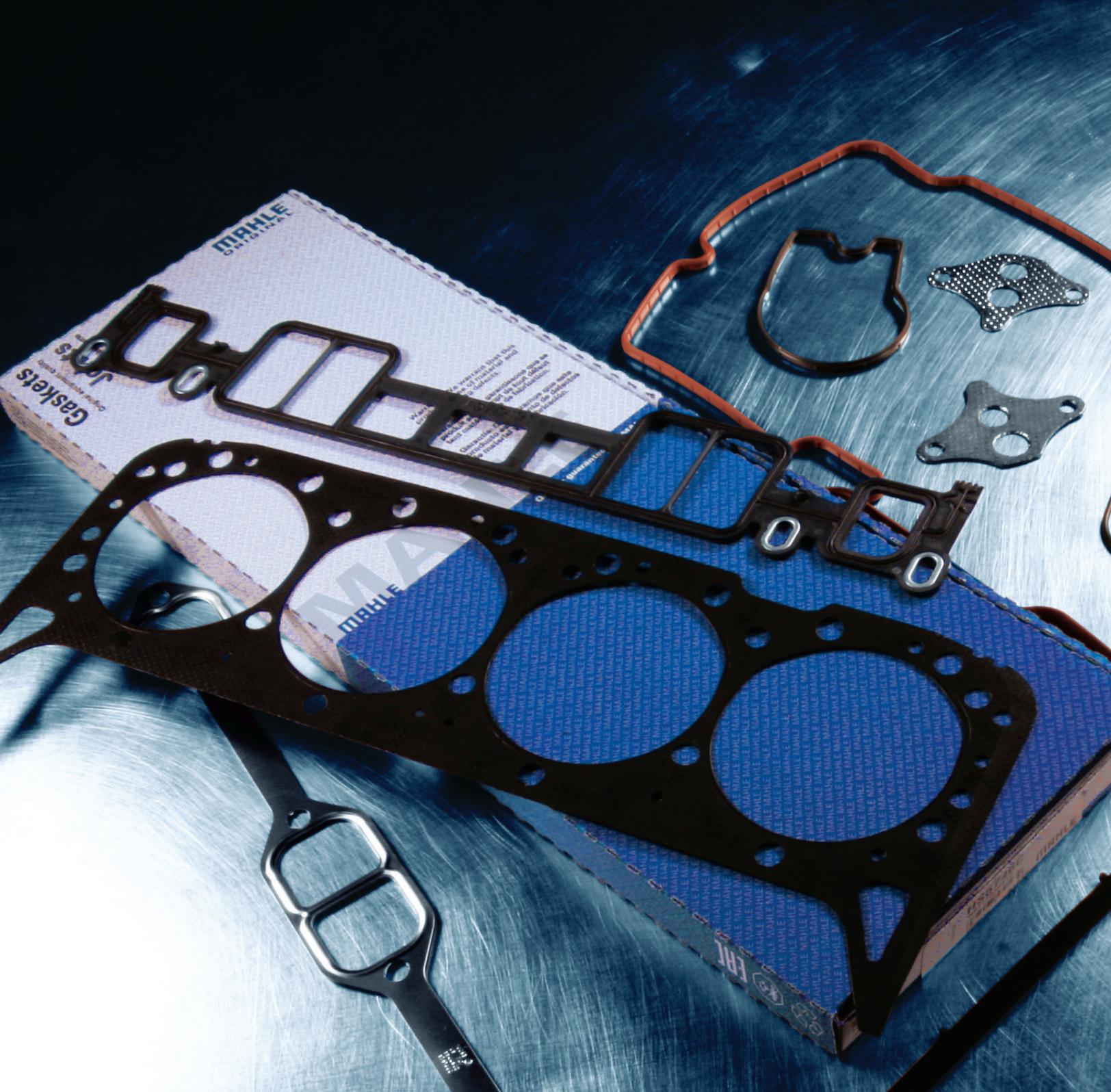
Coverage

In 2007, following the MAHLE acquisition of the Clevite Division of Dana and formation of MAHLE Clevite – what is now MAHLE Aftermarket Inc., MAHLE dedicated the resources to allow the MAHLE Gasket Team to invest in gasket tooling required to expand coverage surpassing every competitor in the industry. This philosophy is not just within domestic applications, European nameplates, or even Asian applications, but across all of them. Unequivocally, MAHLE gaskets cover more vehicles on the road than any other gasket supplier, period... And it's not even close. In terms of measuring coverage, the benchmark used to determine "coverage" is whether a head gasket is available for the engine application. Other gasket suppliers may claim coverage, but that could be defined as an oil pan gasket, or a water outlet gasket, or another ancillary sealing product; whereas a head gasket should be the defining minimum for coverage.

Another key aspect of coverage pertains to exclusives. Across domestic, Asian, European, and heavy duty applications, MAHLE Aftermarket leads the way in exclusive coverage. The MAHLE gasket line includes over 1,200 part numbers that are not offered anywhere else in the industry. Across domestic, Asian, and European applications, MAHLE Aftermarket leads the way in exclusive coverage. For the record, these numbers are not meaningless, back end of the line applications; these exclusive numbers account for over 10% of MAHLE gasket sales. Given the MAHLE commitment to the continued adding of new coverage, this gap will not shrink, but continue to expand ensuring MAHLE® gaskets continue to lead the way in coverage.

Market Segment	VIOs - 1990 & Newer VIOs Covered by MAHLE	MAHLE®	Closest Competitor Coverage %
Domestic	139 Million Registered VIOs 131 Million Covered by MAHLE	95%	94%
Asian	87 Million Registered VIOs 77 Million Covered by MAHLE	93%	92%
European	15 Million Registered VIOs 12 Million Covered by MAHLE	80%	67%
Total	236 Million Registered VIOs 220 Million Covered by MAHLE	93%	87%

Market Segment	MAHLE Exclusive Parts
Domestic	375
Asian	310
European	536
Total	1,221



MOST COMPLETE SET
CONTENTS

Set Contents

What is included in the contents of a set is very important, having all of the pieces to do the job right the first time is important to any technician. Not only is the number of contents a difference, but what is included in them is different as well. The MAHLE commitment to OE Form, Fit & Function means that when a technician takes off a blue seal or o-ring, they put a blue one back in the same spot. Many smaller seals have a tendency to look similar when in reality they may differ slightly in size, thickness, or material – all important factors in sealing and MAHLE gaskets make it easy for technicians to determine which pieces go in the right places.

Making technicians' jobs easier is prevalent throughout MAHLE Aftermarket. Another example of the frustration that technicians experience is when a set is ordered with the assumption that everything needed is in the set – only to find missing seals or o-rings were never included to begin with. This leads to more orders, longer wait time for delivery, longer time the customer is without a vehicle, and the potential for lost business in the long run. This entire scenario is avoidable by simply choosing MAHLE gaskets and trusting that every part needed for the job from beginning to end is packed nicely in the blue MAHLE box.



Example: the MAHLE head gasket set for the Ford 6.0L Power Stroke® has 45 additional gaskets than the competition and 91 more pieces than the OE set as illustrated in the Demand the Best flyers shown above.



Gaskets

Original equipment quality

Joints

Qualité première monte

Juntas

Calidad de equipo original

MAHLE[®]
ORIGINAL

MAHLE

Warranty: We warrant that this product is free of material and manufacturing defects.

Garantie: Nous garantissons que ce produit est exempt de tout défaut tant matériel que de fabrication.

Garantía: Garantizamos que este producto está exento de defectos de material y de fabricación.

Quality guaranteed by MAHLE

A PASSION BACKED BY

QUALITY

Packaging

Set contents are one thing, but what the sets are packaged in is another aspect that MAHLE gaskets deliver on. A look at the new packaging tells an important story for the longevity of the new MAHLE gasket brand. MAHLE Aftermarket globally has identified sealing products as a core product, which is an exciting step forward for the global MAHLE Aftermarket portfolio in addition to just North America.

Therefore the packaging will feature the tri-lingual design common in North America. The MAHLE gasket packaging also features the international language layout enabling commerce in the various parts of the world where MAHLE Aftermarket has a prominent market position.

The key takeaway from this look at packaging is to note two phrases that adorn every MAHLE package that are at the heart of the MAHLE passion for quality. The first is, “MAHLE guarantees that this product is free from defects in material and workmanship.” The other line states simply, “Quality guaranteed by MAHLE.” Any channel partner from distributor to technician can take comfort in those words – that no matter the application or the part, MAHLE stands firmly behind each and every product.

The gasket team at MAHLE Aftermarket pioneered innovative packaging many years ago. This design offers benefits in multiple areas. For the distributor, it is more streamlined than the competition’s packaging enabling a common store or warehouse inventory to cover approximately 20% less shelf space. This increase in shelf space translates directly to an increase in revenue and profit opportunities for the distributor.

Another benefit to the MAHLE design involves peace of mind. In a world where all gasket suppliers are quick to point out that a gasket or set is not returnable if the package is opened or the seal is broken, MAHLE is the only one that has taken the initiative to design a package that enables a counterperson or technician to actually see what is inside the package. Likewise, larger sets packed in boxes as opposed to shrink wrapped on boards also feature the ability to see what is inside. Not just with the bill of materials published in three languages on the label, but the difference is in the digital image of the set that is also included on the product label.

These innovations offer the security for customers to know exactly what they have and an understanding that it is what they were looking for when they ordered and before they have to commit to the product by opening the package.



MAHLE gaskets are shrink wrapped with the customer in mind. While the competition puts their gaskets in boxes, MAHLE feels it is important to be able to see the product being purchased.



**TECHNOLOGY &
INNOVATION**

MAHLE Aftermarket facilities across North America are streamlined for optimum customer support. With its headquarters in Farmington Hills, Michigan, just outside of the automobile capitol of the world in Detroit, MAHLE ties to the OE world run very deep.

Dedicated only to serving the auto care industry, the MAHLE Aftermarket team in North America is part of a Global operation focused solely on delivering customer satisfaction to channel partners around the world. Together with the teams in South America, Europe, and Asia Pacific – in line with the MAHLE Aftermarket mission – MAHLE Aftermarket has evolved into a customer-centric organization with a focus on being a valued partner to distributors and technicians.

MAHLE Aftermarket, once known for being exclusively an engine parts supplier, specializes in bringing the vast MAHLE product portfolio to the independent aftermarket. The MAHLE gasket brand, though newer than some brands in the region, has quickly established a reputation built on quality, technology, and innovation. MAHLE is recognized by OE vehicle manufacturers around the world – and trusted by the most discerning technicians who take their reputation seriously and demand only the best.

Into the Future

2016 marks a new era for MAHLE Aftermarket; however it is not a new era for the industry. The technology and innovations in the approach to gasket supply that MAHLE has engineered over the last 10 years and beyond is still there today – it is all included inside every MAHLE gasket package.

MAHLE gaskets feature industry leading coverage including 1,200 exclusive part numbers; the commitment to OE Form, Fit & Function that is represented in the 99% of part numbers sold in the MAHLE package; and complete set contents that arrive in innovative packaging ensuring peace of mind for the distributor and the technician. Additionally, the ability to meet ACES / PIES data requirements all confirm that MAHLE Aftermarket is committed to the success of every customer.



MAHLE

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