

# Press Release

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Farmington Hills, Mich., February 24, 2021

## MAHLE Video Warehouse: Extensive video library on intuitive platform

- Launch of MAHLE Aftermarket Inc. Video Warehouse
- Centralized digital platform that houses product and training videos
- Simplified navigation and search functionality
- Includes parts, tools and equipment and e-learning sections

**MAHLE Aftermarket Inc. recently introduced the MAHLE Aftermarket Video Warehouse, a centralized digital platform that includes product and training videos related to all MAHLE Aftermarket products, services and educational tools. The easy-to-navigate platform is segmented into three key areas – parts, tools and equipment, and e-learning.**

“While all MAHLE Aftermarket video content remains available on the MAHLE Aftermarket YouTube channel, we felt it necessary to offer an easy-to-navigate platform for our loyal users, distributors and technicians, that was segmented into specific product areas with enhanced search functionality,” said Ted Hughes, Director of Marketing, MAHLE Aftermarket North America. “The MAHLE Aftermarket Video Warehouse is one central location where this detail can be located quickly and easily.”

Five of the key products within the MAHLE Aftermarket portfolio – filtration, gaskets, engine, turbochargers and thermal management – are featured within the ‘Parts’ area of the video warehouse. While there, users can easily search for product, features and benefits, or technical and training content associated with the specific product line. The same set of detailed information on the full line of MAHLE Service Solutions shop equipment can be found by entering the ‘Tools & Equipment’ door to the video warehouse. Additionally, relevant key words or phrases can be entered into the search field for more specific content results.

The Video Warehouse also includes a 'door' to access the MAHLE Aftermarket eLearning online product training, which includes a series of tutorials to provide valuable knowledge on MAHLE Aftermarket products. The courses are free and suitable for parts specialists, automotive students, engine builders, and general automotive enthusiasts.

Access the MAHLE Aftermarket Video Warehouse by visiting <https://videos.mahle-aftermarket.com>.

From a small test workshop to one of the top 20 automotive suppliers, MAHLE is proud to celebrate 100 years of delivering superior quality products around the world. For more information about MAHLE Aftermarket and its brands, visit [www.mahle-aftermarket.com](http://www.mahle-aftermarket.com), or contact your local sales representative.

## **Contacts in MAHLE Corporate Communications:**

### **USA**

Ted Hughes

Manager - Marketing

Phone: +248/347-9710

E-Mail: [ted.hughes@us.mahle.com](mailto:ted.hughes@us.mahle.com)

### **Germany**

Christopher Rimmele

Product, Technology, and Aftermarket Communications Spokesman

Phone: +49 711 501-12374

E-mail: [christopher.rimmele@mahle.com](mailto:christopher.rimmele@mahle.com)

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### **About MAHLE**

MAHLE is a leading international development partner and supplier to the automotive industry. The technology group is committed to playing an active role in transforming the mobility of the future by further optimizing the combustion engine, driving forward the use of alternative fuels, and laying the foundation for the worldwide introduction of e-mobility and other alternative drives, such as fuel cells. The group's product portfolio addresses all the crucial aspects of the powertrain and air conditioning technology.

In 2019, MAHLE generated sales of approximately EUR 12.0 billion and is represented in over 30 countries with more than 77,000 employees in 160 production locations and 16 major research and development centers. (Last revised: 2019-12-31)

#### **About MAHLE Aftermarket**

MAHLE Aftermarket, the business unit specializing in spare parts, uses the expertise from the series production of original equipment in its 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.