

MAHLE Aftermarket Inc. Ads Come to Life with Augmented Reality

Farmington Hills, Michigan, October 15, 2015 – MAHLE Aftermarket Inc. has incorporated innovative augmented reality technology into its series of SMART PART(ner) advertisements that enables the print material to come to life. Augmented reality has been implemented into advertisements promoting MAHLE Original[®] filters, thermostats and turbochargers, as well as Victor Reinz[®] gaskets.

Augmented reality, by definition, is “a technology that superimposes a computer-generated image on a user’s view of the real world, thus providing a composite view.” Currently appearing in industry trade publications, the new augmented reality ads highlight key features and benefits of the subject product line. Photography placed in the ad serves as the “trigger”, which launches the augmented reality experience.

“MAHLE has always been known as an innovator in the automotive industry, and now this leadership position has taken another step forward,” said Ted Hughes, Manager – Marketing for MAHLE Aftermarket. “A single page ad can hardly do justice to telling the complete story of MAHLE products. The uncompromised quality and innovative design of our products helps to redefine original equipment standards, and that’s where augmented reality comes into play.”

Using the free downloadable Aurasma mobile app, the user simply points their mobile device at the trigger image (photograph of a technician) and the photograph comes to life, which allows the viewer to listen to the technician explain the benefits of MAHLE products in addition to reading about them in print.

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

(more)

About MAHLE

MAHLE is a leading international supplier to the automotive industry. With its products for combustion engines and their peripherals as well as solutions for electric vehicles, the group addresses all the crucial issues related to the powertrain and air conditioning technology—from engine systems and components to filtration to thermal management. In 2014, the group generated sales of EUR 9.94 billion with around 66,000 employees. Today, MAHLE is represented in over 30 countries with 170 production locations.

About MAHLE Aftermarket

The MAHLE Aftermarket business unit is partner to repair shops and trade, offering first-rate service solutions with its special equipment and spare parts in original equipment quality. Its service offering includes training and technical support through a global network. MAHLE Aftermarket is represented at 22 locations worldwide, with 1,593 employees, and in 2014 generated sales of over \$1 billion USD (EUR 836).

For further information:

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