

MAHLE Aftermarket Inc. Receives Two Automotive Communications Awards From Women In Auto Care

Farmington Hills, MI, December 1, 2017 – MAHLE Aftermarket Inc. was the recipient of two Automotive Communications Awards from the Women in Auto Care, formerly the Car Care Council Women’s Board, at this year’s Automotive Aftermarket Product Expo (AAPEX) in Las Vegas. The awards were given in two business to business award categories: Special Promotion and/or Promotional Event, for the MAHLE "Drive With the Original" Promotion; and Best 360 Degree Marketing Campaign, for the Introduction of the MAHLE Original® Gaskets Brand.

“On behalf of all of us at MAHLE Aftermarket, I would like to thank the Women in Auto Care for recognizing the hard work and creativity that went into these marketing communications initiatives,” said Jon Douglas, President, MAHLE Aftermarket Inc. “We pride ourselves on providing our aftermarket partners with the very best marketing support, and the success of both of these programs is acknowledgement of our commitment.”

The MAHLE "Drive With the Original" Promotion was an 11-month promotion that was launched at AAPEX 2016 to support the introduction of the MAHLE Original gasket brand. The promotion concluded at AAPEX 2017 with the awarding of the grand prize: a custom-built, twin-turbocharged Ford Mustang from Petty’s Garage.

The introduction of the MAHLE Original Gaskets brand was supported by a multi-faceted marketing communications campaign that began in the fourth quarter of 2016 and continued throughout 2017.

The highlights of the brand introduction initiative included a comprehensive public relations program; a trade advertising
(more)

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

campaign utilizing both print and digital channels; spokesperson engagements with Richard Petty and Bogi Lateiner (Master Technician and co-host of TV show "All Girls Garage"); a technician promotion featuring a grand prize custom-built Petty's Garage Ford Mustang; and a social media presence utilizing Bogi and her technician expertise, as well as the custom build process of the grand prize Ford Mustang at Petty's Garage.

The four finalists for the MAHLE "Drive With the Original" Promotion were randomly selected from the 10,000 entries submitted throughout the past year. The four finalists each received an all-expense paid trip to Las Vegas to participate in the special grand prize ceremony held at the MAHLE Aftermarket booth on the opening day of AAPEX 2017.

Bogi Lateiner, master technician and co-host of Velocity Channel's *All Girls Garage*, served as the hostess for the grand prize ceremony. The "Original" himself, Richard Petty, was on hand to present each of the finalists with the opportunity to draw a key fob from his signature Charlie One Horse cowboy hat – one of which unlocked the doors of the customized, twin-turbo 1,000 HP Grand Prize MAHLE Ford Mustang from Petty's Garage.

In addition, over 2,400 instant win prizes were available in the promotion, including Richard Petty Driving Experiences, autographed Richard Petty signature Charlie One Horse cowboy hats, and autographed #43 die-cast model cars.

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 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 2016, the group generated sales of approximately EUR 12.3 billion with around 77,000 employees and is represented in 34 countries with 170 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, repair shop and engine repair partners. MAHLE Aftermarket is represented at 22 locations and other sales offices worldwide, with 1,555 employees. In 2016, the business unit achieved a global sales volume of EUR 899 million (USD 946 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.

(more)

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

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.

About Petty's Garage

In June 2008 Petty's Garage, a Level Cross, N.C.-based company, was born to begin restorations on racecar chassis from owner Richard Petty's private collection. Petty's Garage is currently bringing "The King's" winning tradition to a wide variety of high-performance automobiles from production-based Richard Petty Signature Series to custom builds and restorations. Petty's Garage is a high performance speed shop focused on spectacular

Further queries:

MAHLE Aftermarket Inc.
Ted Hughes
Manager - Marketing
23030 MAHLE Drive
Farmington Hills, MI 48335
USA
Phone: +1 248/347-9710
Fax: +1 248/596-8899
ted.hughes@us.mahle.com