

**One product, one brand:
Perfect Circle becomes MAHLE Original**

Stuttgart, 16 September 2014 – From 2015, Perfect Circle and MAHLE Original will be combined to form the powerful brand for engine parts within MAHLE Aftermarket: MAHLE Original.

Since the acquisition of the engine parts division of Dana Corporation in 2007, this well-known European traditional brand for piston rings, Perfect Circle, has been part of the brand family of MAHLE. The Perfect Circle products, which now also include pistons and cylinder liners, are identical to those that are sold under the name of MAHLE Original and fulfil the same high technical and quality requirements. It makes perfect sense to bring the two brands together and so, from 2015, they will merge to form a strong partner for all engine parts: MAHLE Original.

MAHLE Original is the global brand name for all MAHLE products, such as turbochargers. In particular, MAHLE Original stands for engine parts of reliable original equipment quality, a complete product range, and worldwide availability.

Thanks to the renown already enjoyed by the MAHLE Original products in traditional segments such as pistons or other engine parts, customers have the opportunity to make full use of cross-selling potential.

In order to make the change easier for customers of Perfect Circle, the packaging will have labels with relevant information printed on them. In addition, the labels of the former Perfect Circle products will feature the corresponding Perfect Circle part numbers.

About MAHLE

MAHLE is the globally leading manufacturer of components and systems for the internal combustion engine and its peripherals as well as vehicle air conditioning and engine cooling. In 2014, some 64,000 employees at over 140 production locations and ten major research and development centres are expected to generate sales of around EUR 10 billion.

About MAHLE Aftermarket

MAHLE Aftermarket, the business unit specialising 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 23 locations worldwide, with 1,670 employees. In 2013, the business unit achieved a global sales volume of EUR 805 million.

Find out more about MAHLE Aftermarket GmbH at www.mahle-aftermarket.com

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