

A single scan to access all information

Stuttgart, 21 May 2014 – From now on, MAHLE Original and Behr packaging will feature a QR code. Customers can use their smartphone or tablet to quickly and conveniently check if they have picked the correct product and also gain fast access to a wide range of supplementary information.

Effective immediately, the QR code, which will be printed on all packaging labels of engine parts, turbochargers, and thermostats; it directs the user immediately to a product-specific information page in the MAHLE online catalogue with just one scan. It contains all relevant technical data and images for the corresponding items.

To provide this service, MAHLE Aftermarket uses a version of the online catalogue that has been optimised for web-enabled mobile telephones. Customers will find technical installation tips, specific assistance to determine which products are suitable for each vehicle type, as well as information about the additional parts that are compatible with their product. When the customer scans the printed code using his smartphone and the appropriate app, he gains direct access to all the know-how contained in the MAHLE online catalogue. “The QR code functionality avoids selecting the incorrect part and offers faster and easier access to other important information about the relevant products as well as specific installation advice for repair shops and trade”, explains Andreas Kimmerle, Director Product Management and Marketing Coordination.

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 140 production locations and ten major research and development centres are expected to generate sales of around ten billion euros.

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 and other sales offices 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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