

MAHLE Aftermarket products in a new look: new packaging design for reliable technology in original equipment quality

- Fast recognition in the warehouse and easy handling
- News in the MAHLE brand portfolio: MAHLE Original becomes MAHLE
- Presentation at the Automechanika Frankfurt, September 11 – 15, 2018, hall 3.0, booth A11 / A20

Stuttgart, September 11, 2018 – Starting in 2019, MAHLE Aftermarket products will come to the workshops worldwide wrapped in new packaging. The redesign will make it even easier for workshops to get the right MAHLE product right away.

MAHLE presents the modern and practical look for the first time at the Automechanika in September 2018. From 2019, the first spare parts from MAHLE Aftermarket will be delivered in a new design. The conversion will be gradual and completed by the end of 2019.

Powerful colors, concise information and a clearer layout – the new packaging is designed to make life easier for distributors and workshops. The product name will be placed more prominently on the packaging. All other information is reduced to the essentials. However, MAHLE Aftermarket has not changed the safety labels – so that distributors and workshops will continue to reliably recognize original packaging from MAHLE.

“In addition to the new design, there is an important change to our brand portfolio: MAHLE Original simply becomes MAHLE. Where MAHLE stands, you will always find the original,” says Olaf Henning, Member of the MAHLE Executive Committee and Head of the Aftermarket Business Unit. “That’s why our umbrella brand MAHLE will be the focus of attention in the future.”

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 2017, the group generated sales of approximately EUR 12.8 billion with about 78,000 employees and is represented in more than 30 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. The portfolio also includes products developed by MAHLE Service Solutions for workshop equipment, as well as comprehensive services and customized training programs. The full extent of this expertise is found in the MAHLE ORIGINAL, BRAIN BEE, BEHR, CLEVITE, IZUMI, KNECHT FILTER, AND METAL LEVE brands.

MAHLE Aftermarket is represented at 25 locations and other sales offices worldwide, with around 1,600 employees. In 2017, the business unit achieved a global sales volume of over EUR 950 million.

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