

MAHLE Aftermarket “7 Reasons” Promotion Gives Seven Opportunities to Win Great Prizes

Farmington Hills, Mich., July 17, 2019 – MAHLE Aftermarket North America will launch a new “7 Reasons” promotion that gives participants the opportunity to win seven different grand prize packages during the multi-tiered promotion. The “7 Reasons” promotion, tied to MAHLE Aftermarket’s seven main product categories, will launch on July 22, with each tier having a two-week timeframe.

“The MAHLE ‘7 Reasons’ promotion is our way to thank the legion of loyal users, distributors and technicians who trust MAHLE products every day,” said Jon Douglas, President, MAHLE Aftermarket North America. “With seven tiers to the promotion, participants will have seven different chances to win one of the great prizes we will be awarding. Plus, we’ll also be able to learn of their experience with MAHLE products and make sure we are living up to their expectations.”

The “7 Reasons” promotion product focus and timeframes are:

1	Engine Components	July 22 – Aug. 4
2	Filters	Aug. 5 – Aug. 18
3	Thermal Management	Aug. 19 – Sept. 1
4	Starters and Alternators	Sept. 2 – Sept. 15
5	Turbochargers	Sept. 16 – Sept. 29
6	Gaskets	Sept. 30 – Oct. 13
7	Shop Equipment and Diagnostics	Oct. 14 – Oct. 27

Complete information about the “7 Reasons” promotion, including official rules, terms and conditions will be available as of July 22, 2019 at www.mahle-aftermarket.com/7reasons.

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The grand prize award package for each tier will be announced at the close of each promotion period. To enter, participants must describe their reason for using MAHLE products in each of the seven categories, specific to the product category focus during the two-week duration. An independent panel of experts will review the entrants' answers and judge according to specific criteria as outlined in the official rules.

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

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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 2018, the group generated sales of approximately EUR 12.6 billion with more than 79,000 employees and is represented in more than 30 countries with 160 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, workshop, 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, BEHR, BRAIN BEE, CLEVITE, IZUMI, KNECHT FILTER, and METAL LEVE brands.

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MAHLE Aftermarket is represented at 25 locations and other sales offices worldwide, with around 1,700 employees. In 2018, the business unit achieved a global sales volume of over EUR 928 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.

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.

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