

# Press release

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Stuttgart, July 27, 2022

## MAHLE Thermal Campaign wins multiple awards

- Award in the “Communication Campaign” category of the Automotive Brand Contest 2022
- Award in the “Excellence in Brand Strategy and Creation” category of the German Brand Award 2022
- Thermal management campaign provides sales support for workshops and demonstrates MAHLE Aftermarket’s original equipment expertise

**MAHLE receives two coveted awards for its "Simply Trust" Aftermarket Thermal Management Campaign: In addition to winning the Automotive Brand Contest 2022 in the “Communication” category, the overall concept of the technology group's campaign also impressed the expert jury of the German Design Award 2022 in the “Excellence in Brand Strategy and Creation” category. MAHLE launched the campaign to promote its original equipment expertise in the field of thermal management, and provides workshops with effective sales support, including a comprehensive package of free communication and marketing materials. In addition, workshops can access MAHLE Aftermarket’s technical support service for the maintenance and repair of air conditioning systems.**

"Our workshop customers value our comprehensive thermal management expertise and our broad and innovative product range for repair shops. The fact that we have now also been able to inspire brand experts twice with our communication and marketing measures is very gratifying," says Olaf Henning, Managing Director of MAHLE Aftermarket GmbH and member of the MAHLE Management Committee.

As part of its campaign, MAHLE provides workshops with a comprehensive package of measures consisting of advertising and information materials that help communicate its thermal management services to customers. This includes appropriate information brochures, checklists, technical posters, flyers, or a variety of promotional gifts and giveaways.

The Automotive Brand Contest is one of the most important awards in the automotive industry. The award honors outstanding product and communication

design and draws attention to the fundamental importance of brand and brand design in the automotive industry. The German Brand Award of the German Design Council is one of the most recognized design awards worldwide.

Information on MAHLE's Aftermarket Thermal Management Campaign is available at <https://www.mahle-aftermarket.com/eu/de/services/thermal-management/>.



The German Brand Award has been awarding prizes for pioneering design work for the past ten years.



The Automotive Brand Contest is the world's only neutral, international design competition for automotive brands.

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## About MAHLE

MAHLE is a leading international development partner and supplier to the automotive industry with customers in both passenger car and commercial vehicle sectors. Founded in 1920, the technology group is working on the climate-neutral mobility of tomorrow, such as fuel cells and hydrogen motors, with a focus on e-mobility and thermal management as well as further technology fields to reduce CO<sub>2</sub> emissions. MAHLE already generates over 60 percent of its sales independently of the passenger car combustion engine. This should increase to 75 percent by 2030. Today, one in every two vehicles globally is equipped with MAHLE components. MAHLE generated sales of around EUR 11 billion in 2021. The company is represented with over 71,000 employees at 160 production locations and 12 major research and development centers in more than 30 countries. (Last revised: 12/31/2021) #weshapefuturemobility

## About MAHLE Aftermarket

MAHLE Aftermarket, the business unit specializing in spare parts, uses the expertise from original equipment series production for its product range and supplies partners in trade, workshops, and engine repair shops. The products developed by the MAHLE Service Solutions business segment for workshop equipment, as well as comprehensive services and individual training offers, round out the offer. MAHLE Aftermarket operates out of 25 locations around the world and has additional sales offices with around 1,700 employees. In 2021, the business unit recorded sales volume of around EUR 1.1 billion globally.