

Press release

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GREAT WORK! MAHLE Aftermarket highlights the role of independent workshops

- MAHLE Aftermarket launches new, international marketing campaign
- Numerous elements: digital assets, brochures, a campaign film, advertising motifs, image materials, and sales materials
- Campaign marks the start of a new, long-term communication strategy

In October, MAHLE is launching its new, international marketing campaign for the Aftermarket business unit with the slogan “GREAT WORK!” It will comprise numerous elements, including digital assets, brochures, a campaign film, advertising motifs, image materials, trade fair panels, and sales materials. MAHLE Aftermarket wants to use the campaign to celebrate the efforts of the employees of independent workshops while positioning itself as a strong partner “behind the scenes.” The campaign, developed in collaboration with the Stuttgart-based agency bilekjaeger, marks the start of a new, long-term communication strategy.



GREAT WORK! MAHLE Aftermarket's new campaign transforms mechanics into workshop heroes.

“As the mobility transformation gets underway, the day-to-day routine of independent workshops is becoming more fast-paced, complex, and challenging,” says Olaf Henning, Corporate Executive Vice President and General Manager MAHLE Aftermarket. “With our ‘GREAT WORK!’ campaign, we’re transforming mechanics into workshop heroes. They give their all every day. As MAHLE Aftermarket, we want to give them the support they need to get the job done.”

The first phase of the communication concept opens with a promotional film that appeals to the core target group on an emotional level and combines all the key messages that underpin the “GREAT WORK!” campaign. The film forms the heart of a cross-media campaign, and links to it will be included in the company’s digital customer magazine, MPULSE, and on Facebook, Instagram, and the MAHLE website.

Starting next year, MAHLE Aftermarket will tailor local communication tools for its individual regions in line with the “GREAT WORK!” concept. The planned content—films, customer presentations, brochures, advertisements, banners, images, and trade fair motifs—will then be gradually released across all communication channels.

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About MAHLE

MAHLE is a leading international development partner and supplier to the automotive industry. The technology group is committed to playing an active role in transforming the mobility of the future by further optimizing the combustion engine, driving forward the use of alternative fuels, and laying the foundation for the worldwide introduction of e-mobility and other alternative drives, such as fuel cells. The group’s product portfolio addresses all the crucial aspects of the powertrain and air conditioning technology.

In 2019, MAHLE generated sales of approximately EUR 12.0 billion and is represented in over 30 countries with more than 77,000 employees in 160 production locations and 16 major research and development centers. (Last revised: 2019-12-31)

About MAHLE Aftermarket

MAHLE Aftermarket, the business unit specializing in spare parts, uses the expertise from the series production of original equipment in its 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.

MAHLE Aftermarket is represented at 25 locations and other sales offices worldwide, with around 1,700 employees. In 2019, the business unit achieved a global sales volume of about EUR 950 million.