

# Press release

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Stuttgart/Germany, March 18, 2021

## MAHLE supports workshops with A/C campaign

- Right on time for the air conditioning service season: MAHLE offers workshops a free marketing package
- Targeted support for workshops selling A/C-related services
- Available from wholesalers or directly from MAHLE

**Just in time for the start of air conditioning service season, MAHLE Aftermarket is offering a free support package to workshops across Germany. It includes a mix of tried-and-tested and new marketing and information materials on the theme of air conditioning service. MAHLE has designed the package to help workshops convince customers of the need for an air conditioning check or service. It can be obtained directly from participating wholesalers or via a dedicated online platform.**



With MAHLE's extensive thermal management range, workshops have all the equipment they need.

The free thermal management package contains around 10 different materials, including flyers, posters, and service stickers and booklets, all designed to help market air conditioning maintenance. An information brochure on replacing the air conditioning compressor and flushing the air conditioning system provides useful insights and tips with regard to repair. There is also a booklet featuring details on the correct filling quantities for refrigerant and air conditioning compressor oil as well as A/C service checklists.

In a separate brochure, MAHLE offers information on thermal management for electric and hybrid vehicles. The A/C service takes on a particular importance here, as the air conditioning system is also responsible for cooling the power electronics and battery. The air conditioning system is therefore no longer simply a comfort feature but instead the key to the vehicle's operation, performance, and service life. No matter the drive, a properly maintained air conditioning system increases safety, prevents mold spores entering the airflow and cabin, and avoids damage to the individual components of the air conditioning system.

The free thermal management package can be obtained from participating wholesalers or online at <https://fanshop.mahle.com/>

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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.