

MAHLE BRAND POWER 2019 MAHLE ORIGINAL BECOMES MAHLE

MAHLE BRAND WORLD



THE STRONG GLOBAL BRAND

If it says MAHLE on the outside, it's got the original on the inside. That's why, beginning in 2019, our global sales brand will become simply MAHLE.

BRANDS AT A GLANCE

MAHLE Aftermarket unites seven strong brands that are synonymous with innovation and uncompromising quality—on a global and regional basis. New in the MAHLE brand family since 2018: BRAIN BEE, the expert in workshop equipment for the markets in Europe, Middle East, Africa, South America, and parts of Asia.

MAHLE®

Throughout the world, the MAHLE brand stands for spare parts in original equipment quality along the entire powertrain, covering engine components, filters, engine cooling and air conditioning, starter motors and alternators, workshop equipment, control and power electronics, and spare parts for classic vehicles.

BEHR®

BEHR is the global expert in engine cooling and vehicle air conditioning. The BEHR brand offers thermostats, thermal switches, and thermocouples to the automotive maintenance and repair market.



BRAIN BEE is the most recent member of the MAHLE brand family and the European expert in workshop equipment—from exhaust emission equipment and diagnostics to A/C service units.



CLEVITE is one of the most tradition-steeped brands for engine components in U.S. commercial vehicle, construction, and agricultural machinery applications.



IZUMI is the brand for Japanese commercial vehicle and off-road applications and a long-term member of the MAHLE brand family.



KNECHT FILTER is the European filtration specialist—a renowned brand with a strong customer commitment that has been part of the MAHLE brand family for decades.



In South America, the METAL LEVE brand stands for MAHLE's innovative and high-quality product range, as well as its outstanding service.

WHICH PRODUCTS ARE AVAILABLE FROM WHICH BRAND IN WHICH REGION?

	EMEA	NORTH AMERICA	SOUTH AMERICA	ASIA
Engine components	MAHLE, CLEVITE, IZUMI	MAHLE, CLEVITE, IZUMI	MAHLE, METAL LEVE, CLEVITE, IZUMI	MAHLE, IZUMI, CLEVITE
Filters	MAHLE, KNECHT FILTER	MAHLE	MAHLE, METAL LEVE	MAHLE
Engine cooling & air conditioning	MAHLE, BEHR	MAHLE, BEHR	MAHLE, BEHR	MAHLE, BEHR
Turbochargers	MAHLE	MAHLE	MAHLE, METAL LEVE	MAHLE
Starter motors & alternators	MAHLE	MAHLE	MAHLE	MAHLE
E-mobility & electronics	MAHLE	MAHLE	MAHLE	MAHLE
Workshop equipment	MAHLE, BRAIN BEE	MAHLE	MAHLE, BRAIN BEE	MAHLE, BRAIN BEE