

The right product for every need

	MAHLE	MAHLE PREMIUM LINE
Cooling performance under normal conditions	██████████	██████████
Cooling performance under extreme conditions	██████████	██████████
Durability	██████████	██████████
Number of products	██████████	██████████
Product availability	██████████	██████████
Services	██████████	██████████

Cooling performance under normal conditions

For standard products: Good performance under normal conditions. No difference between standard and PREMIUM LINE.

Cooling performance under extreme conditions

For PREMIUM LINE products: Higher power reserves under extreme conditions (e.g., high summer, full load). Fuel consumption may fall slightly as the fan assist may be activated later under extreme conditions.

Durability

Standard products represent a cost-effective solution with an excellent price-performance ratio. PREMIUM LINE products are designed to last for the vehicle's entire life cycle.

Number of products

Standard range with broad vehicle coverage, which is the basis of the product line (approx. 3,500 products). PREMIUM LINE comprises around 4,700 products produced by MAHLE, AKG, HANON, and other OE manufacturers.

Product availability

No difference in availability between the segments.

Services

Range of services, e.g., technical service and sales support, identical in both segments.

MAHLE Aftermarket GmbH
Pragstraße 26 -46
70376 Stuttgart/Germany
Phone: +49 711 501-0

www.mahle-aftermarket.com
www.mpulse.mahle.com

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It's your choice!

Premium or good
standard?

PREMIUM
LINE

BEHR®

It's your choice!

MAHLE always puts the customer's needs first. That's why we offer the most extensive premium range for automotive air conditioning and engine cooling in the independent aftermarket. PREMIUM LINE features OE-quality spare parts that are designed to last for the vehicle's entire life cycle. Even under extreme conditions, they deliver peak performance.

PREMIUM LINE comprises around 4,700 products produced by MAHLE, AKG, HANON, and other OE manufacturers.

PREMIUM LINE products in OE quality are particularly durable and deliver peak performance even under extreme conditions, making them the ideal solution for customers who expect the best.

The standard is always good

The approximately 3,500 standard products in OE-matching quality without the PREMIUM LINE prefix offer good performance and represent a cost-effective solution with an excellent price-performance ratio. Good quality at an attractive price.

In roughly 1,200 applications, the customer can choose between premium and good standard products.



And the most important thing is that, with the right products—whether PREMIUM LINE or standard—and valuable services, you can make your customers happy and ensure that they come back time and again.

Did you know? MAHLE is one of the world's leading original equipment manufacturers for engine cooling and automotive air conditioning.

Clear labeling

There's often a choice of two suitable products for a specific vehicle. In TecDoc and in brochures, PREMIUM LINE products are clearly indicated. Identification on the parts themselves and the packaging labels on their boxes also mark them out as PREMIUM LINE products.

Identification on TecDoc

Water/oil cooler		Part number	Description
<input checked="" type="checkbox"/>	CR 294 000P	 PREMIUM LINE	MAHLE Radiator, engine cooling/BEHR *** PREMIUM LINE *** Grille length: 533 mm; grille width: 488 mm; grille depth: 42 mm; radiator model: brazed cooling fins; manual transmission, automatic transmission; for vehicles with/without air conditioning General information: PREMIUM LINE—OE quality for customers who expect the best
<input checked="" type="checkbox"/>	CR 294 000S		MAHLE Radiator, engine cooling/BEHR Grille length: 533 mm; grille width: 488 mm; grille depth: 42 mm; radiator model: brazed cooling fins; manual transmission, automatic transmission; for vehicles with/without air conditioning

Identification in brochures

Manufacturer	Model	Description	MAHLE item no.	Former Behr Hella Service reference no.	Version	PREMIUM LINE	OE number*
MINI	Countryman plug-in hybrid	Radiator, engine cooling	CR 232 3000P	8MK 376 997-591	Produced by MAHLE	<input checked="" type="checkbox"/>	17117643331
		Radiator, engine cooling	CR 232 3000S	8MK 376 997-594		<input type="checkbox"/>	17117643331

Identification on the product



Identification on the packaging label

