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Federal-Mogul Expands Presence at Automechanika 2010

OE Innovations Driving Aftermarket Business Developments

Range of new products from Champion, Ferodo, Wagner, Payen and other leading brands

The Automechanika trade fair, held every two years in Frankfurt, Germany, is among the most important automotive industry events worldwide for Federal-Mogul's aftermarket business. This year, the leading global automotive supplier will showcase its products in a new exhibition space with new brand-focused product displays (September 14-19, Federal-Mogul in Hall 3, Stand D 51). The focus will be on innovative and user-friendly Champion EasyVision wiper blades, the repositioning of the Ferodo brand, the launch of the popular Wagner brake brand in Europe and various other products from Federal-Mogul's comprehensive brand and product portfolio. Moreover, the company will present innovative engine components that help manufacturers in the original equipment business to achieve urgently required reductions in fuel consumption and emissions. These developments will soon drive new aftermarket business opportunities.

Champion Easyvision

The Champion branded Easyvision products will be introduced in Frankfurt at the Automechanika show. The new compact range of flat blade wipers comprises only 14 different blade variations, and is suitable for both direct and retrofit installation. This is made possible thanks to the sophisticated Master Connector™ that allows fitment to the six primary wiper arm designs commonly used in the auto industry today.

Flat blade wipers are a fast growing market segment. European vehicle manufacturers are currently equipping approximately 70 percent of all new passenger cars with flat blades and this number rises to 93 percent of the 25 top-selling models. Consumers too are retro-fitting flat blades to standard bridge-type applications. Champion's Easyvision range meets these market needs, and provides a new and easy to manage range of wiper blades - each blade comes with five different connectors to fit six different wiper arm designs, significantly reducing stock requirements and cost to the consumer. It is easier than ever for drivers to replace wiper blades and ensure their visibility and safety. Champion's premium range of flat blades, Contact, and the new EasyVision products are exclusively manufactured in Federal-Mogul production facilities.

Ferodo

This Autumn, Federal-Mogul will re-shape its range of vehicle brake products brands for the European market. Ferodo is to be repositioned in the market as a premium OE-quality brand with a greater focus on the needs of automotive workshops, the replacement part business and vehicle owners. The new brand identity "Ferodo – You're in Control" reflects this new positioning, directly addressing workshops and distributors. With extensive market research and customer needs analysis conducted, Ferodo has tailored a comprehensive approach to supporting customers and technicians. Now available to technicians are support materials with repair-oriented solutions, and an all-new Ferodo website. The brand is also issuing to market a full array of new PoS (Point of Sale) resources, with POS packs being given to distributors and workshops alike.

Wagner

The well-known American brake products brand, Wagner, will shortly be introduced to the European Aftermarket. This new brand will service the strongly growing mid-range segment of the braking market and provides a proven solution to European installers looking for a good quality alternative. Wagner offers a full range of brake pads for the European car parc, with outstanding vehicle coverage of 97%. The new products are to be manufactured in-house according to Federal-Mogul's high-quality friction product standards. Technicians will now have access to long-lasting brake pads with improved noise damping characteristics,

steel shims and accessory kits. The vehicle owner can now expect a cost-effective brake repair with no compromises on safety or performance.

Payen performs under pressure

With the sealing brand repositioning Federal-Mogul is undertaking its last milestone of engine brands repositioning. Federal-Mogul's Payen brand which represents the latest state-of-the-art technology is becoming the expert brand for sealing. Efficient and heavy-duty modern engines place extreme demands on sealing components. Friction reduction and engine downsizing are crucial technical trends in the engine development. The engine sealing plays a significant role in this context, since both the shafts and the cylinder head gaskets need new structural designs to cope with these more intense demands. With an unsurpassed level of expertise within both the OE and replacement markets, Payen is the brand that – in line with the new slogan – “*Performs under Pressure*” for virtually any sealing challenge on any automotive engine. The Payen brand quality advantage will reinforce the trust and confidence consumers have in their automotive service provider and engine rebuilder. The new and redesigned Payen catalogue, soon to be released, will provide a new cataloguing benchmark in the industry.

MicroTorq by Payen

Federal-Mogul has developed an innovative new MicroTorq rotating shaft seal design that dramatically reduces friction by up to 70%. The consumer also benefits from higher fuel economy, although savings are just in the “0-point” range. Combined with other innovations from F-M engine technology, however, further reductions in fuel consumption and CO₂ emissions can be achieved with relatively small efforts and at low costs. MicroTorq is suitable for use not only in new engines, but it can also be installed as a replacement part in existing vehicles and thus contribute to the protection of the environment.

With MicroTorq, Federal-Mogul impressively demonstrates that technological innovation from R&D can be successfully transferred to the OE segment. At Federal-Mogul, both the original equipment and aftermarket businesses contribute to corporate sales in about equal measure.

Moog Chassis Components

Specializing in steering and suspension components, Federal-Mogul's Moog brand will present its new comprehensive range of complete wheel bearing and hub assemblies for light vehicles. The latter are offered as complete repair modules and represent a service-friendly replacement solution. The product range includes the so-called technical generations 0–3; the more recent generations are supplied with corresponding ABS components to ensure reliable and fast repairs. All parts are manufactured to premium quality standards and meet OE-specifications. The hub assemblies are tested for durability and performance. They are supplied with all the required hardware including high-grade lubricants, which saves time during servicing.

About Federal-Mogul

Federal-Mogul Corporation is a leading global supplier of powertrain, chassis and safety technologies, serving the world's foremost original equipment manufacturers of automotive, light commercial, heavy-duty, agricultural, marine, rail, off-road and industrial vehicles, as well as the worldwide aftermarket. The company's leading technology and innovation, lean manufacturing expertise, as well as marketing and distribution deliver world-class products, brands and services with quality excellence at a competitive cost. Federal-Mogul is focused on its sustainable global profitable growth strategy, creating value and satisfaction for its customers, shareholders and employees. Federal-Mogul was founded in Detroit in 1899. The company is headquartered in Southfield, Michigan, and employs 43,000 people in 34 countries. Visit the company's Web site at www.federalmogul.com.

Federal-Mogul's aftermarket products are sold under a variety of brands, including but not limited to, AE® engine products, ANCO® wipers, Champion® spark plugs and wipers, Fel-Pro® gaskets, Ferodo® brake pads, Glyco® bearings, Goetze® piston rings, Moog® chassis products, National® wheel-end components, Nüral® pistons, Payen® gaskets, Sealed Power® engine products and Wagner® brake and lighting products. Visit the company's Web site at www.federalmogul.com.