

# Press release

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Stuttgart/Germany, June 10, 2021

## **MAHLE wins German Brand Award**

- MAHLE Instagram channel wins German Brand Award 2021 for “Excellence in Brand Strategy and Creation” in the Social Media category
- Jury calls the channel a “symbol of the transformation of the German automotive industry”
- With more than 30,000 followers, MAHLE’s Instagram channel has the highest reach of any in the German supplier industry

**The MAHLE Instagram channel won at the German Brand Awards 2021 for “Excellence in Brand Strategy and Creation” in the Social Media category. In the jury’s opinion, the MAHLE Instagram channel @mahlegroup is a “symbol of the transformation of the German automotive industry—a Swabian supplier that has become a global, innovative mobility technology group.” With more than 30,000 followers, the MAHLE channel currently has the highest reach on Instagram of any German automotive supplier.**

“Our Instagram channel plays an important role in our social media strategy. As a B2B-only company, we have established an excellent B2C communication platform here. Our followers know that MAHLE is an international technology group that is successfully tackling the transformation within both the industry and our own company,” says Manuela Hoehne, Director Communications and Public Relations at MAHLE. “I would like to congratulate our social media team for consistently producing informative, interesting, and entertaining content on the many different innovation topics flowing from MAHLE.”

The German Brand Award is a competition organized by the German Brand Institute. The Institute was founded by the German Design Council and consulting firm GMK Markenberatung to enhance the role of brand management as a crucial success factor for companies competing in domestic and international markets. Each year, brands and brand builders in over 60 categories are selected to receive the award by a jury of independent,

interdisciplinary experts from the worlds of business, science, consulting, and services as well as agencies.



The German Brand Award Jury recognizes MAHLE Instagram channel as a "symbol of the transformation of the German automotive industry [...]"



Award-winning: With more than 30,000 followers, MAHLE's Instagram channel has the highest reach of any in the German supplier industry

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**About MAHLE**

MAHLE is a leading international development partner and supplier to the automotive industry. The technology group is now broadly positioned in the areas of powertrain technology and thermal management with a clear focus on future topics relating to mobility. As part of its dual strategy, MAHLE is working both on the intelligent combustion engine for the use of hydrogen and other nonfossil fuels and on technologies that will help the fuel cell and e-mobility achieve broad acceptance in the markets. The product portfolio of the company, which was founded in 1920, addresses all the crucial aspects of the powertrain and air conditioning technology. Half of all vehicles in the world now contain MAHLE components. #weshapefuturemobility

In 2020, MAHLE generated sales of approximately EUR 9.8 billion and is represented in over 30 countries with more than 72,000 employees in 160 production locations and 12 major research and development centers. (Last revised: 2020-12-31)