

Press release

Stuttgart, June 16, 2023

Two German Brand Awards 2023 for MAHLE

- MAHLE wins prestigious marketing award from the German Brand Institute in two categories
- Jury praises MAHLE for outstanding brand work in the category "Excellent Brands - Industry, Machines & Engineering"
- MAHLE is victorious in the "Excellence in Brand Strategy and Creation" category for its social media campaign "MAHLE Road to Hydrogen"

MAHLE wins two German Brand Awards this year. The German technology group comes first in the category "Excellent Brands-Industry, Machines & Engineering" for outstanding brand work and in the category "Excellence in Brand Strategy and Creation" for its social media campaign "MAHLE Road to Hydrogen". The prestigious marketing accolade is awarded by the German Brand Institute whose jury consists of independent, interdisciplinary experts from companies, science, consulting, services, and agencies.

For many years now, the MAHLE brand has been synonymous with expertise and quality in the development of innovative technologies for tomorrow's sustainable mobility," says Manuela Höhne, Head of Communications and Marketing at MAHLE. "Our communications and marketing team is working to effectively position our company vis-a-vis our target groups in the future fields of electrification and thermal management in line with our MAHLE 2030+ strategy, as well as to communicate MAHLE as a reliable partner for our customers for the clean, green internal combustion engine. I am delighted for our entire team to have won these awards."

In its award-winning social media campaign "MAHLE Road to Hydrogen," MAHLE addresses the everyday suitability of the carbon neutral hydrogen engine in the transportation sector, demonstrating how hydrogen can swiftly decarbonize everyday freight transport. The story line, which describes the journey of a hydrogen-powered truck from Spain to Germany, is packed with fascinating background information and numerous interesting facts about this drive technology. It is a conclusive demonstration of how MAHLE's cutting-edge technologies are already enabling sustainable and carbon neutral transportation today. The campaign, which MAHLE co-developed with the Agorate agency from

Darmstadt, was held in the run-up to the IAA Transportation show in late summer 2022 on the Group's LinkedIn and Instagram channels.

The German Brand Award is a competition organized by the German Brand Institute. The Institute was founded by the German Design Council and the consulting firm GMK Markenberatung to enhance the role of brand management as a crucial success factor for companies competing in domestic and international markets.

Note for journalists: you will find audio statements and images connected with this press release at: <https://www.mahle.com/de/news-and-press/press-releases/>.

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In its social media campaign "MAHLE Road to Hydrogen", the brand gives an informative and engaging account of how hydrogen engines are used in the transportation sector.



A strong brand that can be experienced again in September at the IAA Mobility show in Munich.



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Über MAHLE

MAHLE ist ein international führender Entwicklungspartner und Zulieferer der Automobilindustrie mit Kunden sowohl im Pkw- als auch im Nutzfahrzeugsektor. Der 1920 gegründete Technologiekonzern arbeitet an der klimaneutralen Mobilität von morgen mit Fokus auf die Strategiefelder Elektromobilität und Thermomanagement sowie weiterer Technologiefelder zur Verringerung des CO₂-Ausstoßes, zum Beispiel Brennstoffzelle oder hoch effiziente, saubere Verbrennungsmotoren, die auch mit synthetischen Kraftstoffen oder Wasserstoff betrieben werden. Jedes zweite Fahrzeug weltweit ist heute mit MAHLE Komponenten ausgestattet.

MAHLE hat im Jahr 2022 einen Umsatz von mehr als 12 Milliarden Euro erwirtschaftet. Das Unternehmen ist mit rund 72.000 Beschäftigten an 152 Produktionsstandorten und 12 großen Forschungs- und Entwicklungszentren in 30 Ländern vertreten. (Stand 31.12.2022)

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