**Driver‘s best friend: MEYLE revamps its brand identity**

**New brand logo and new claim designed to communicate a clear message**

Hamburg, 20 September 2016. As the Frankfurt Automechanika opened its gates for the 2016 edition, a special surprise awaited the visitors at the MEYLE exhibition stand. Along with a host of new products, MEYLE introduced its revamped brand identity sending a clear message: "Driver‘s best friend". "With the brand relaunch we are sharpening our brand image", explains André Sobottka, Board member in charge of Sales, Marketing and Communications. "MEYLE products are designed to quickly become a driver's best friend: Each MEYLE part allowing a professional mechanic to perform the required repair swiftly and remedy the problem reliably is a testimony to our expertise. This is our incentive and a core value deeply ingrained in the corporate DNA: We apply the most stringent quality standards from design and production at our own facilities to logistics and customer service. This becomes manifest in the superior quality of the MEYLE parts and, in particular, in our range of technically enhanced MEYLE-HD parts designed to outshine their OE equivalent. Our new logo and claim ‘Driver's best friend’ have been designed to deliver this message to the customers."

**With a total of 21,000 items, of which 750 MEYLE-HD parts, the current product range offered by Hamburg-based manufacturer MEYLE caters for virtually all popular vehicle applications. The focus of the company's team of dedicated engineers is on developing intelligent products and services designed to maximise repair process efficiency.** André Sobottka explains the reason behind the brand relaunch**: "**The hallmarks of sustainable repair services are quality, reliability and trust. As an owner-operated company we ensure this by consistently thinking and acting with the future and mind: Our parts undergo continual quality control from material selection to finished product. In devising service solutions, we always think from the ground up adopting the perspective of car drivers and workshop professionals. For both of them product reliability is a key quality feature. Experiencing the durability of MEYLE products will inspire trust and passion for the MEYLE brand, thus winning repair shops loyal customers. Manufacturing expertise, technical know-how and passion combine to make the MEYLE brand a dependable partner to count on in a highly competitive and cost-sensitive business environment."

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Contact:

1. Public Relations von Hoyningen-Huene, Marc von Bandemer, phone: +49 40 416208-17, email: [mvb@prvhh.de](mailto:mvb@prvhh.de)
2. MEYLE, Annika Fuchs, phone: +49 40 67506-519, email: [annika.fuchs@meyle.com](mailto:annika.fuchs@meyle.com)

**About the company**

Under its MEYLE brand, Wulf Gaertner Autoparts AG manufactures and markets a wide range of premium-grade passenger car, van and commercial vehicle spare parts for the independent aftermarket. The MEYLE brand's product lines are **MEYLE-ORIGINAL, MEYLE-HD and MEYLE-PD.**

**Catering for virtually every popular vehicle application the wide range of product supplied by Hamburg-based manufacturer MEYLE features the following products:**

* **MEYLE-ORIGINAL – true to size as the original: This product line includes more than 21,000 top-class parts.**
* **MEYLE PD – taking us to the next level:** This product line features around 1,800 technically refined brake discs and pads distinguished by their enhanced braking performance and cutting-edge coating technology.
* **MEYLE-HD – better than the original: Devised by the company's in-house engineers, the MEYLE-HD line features more than 750 products to cater for thousands of different vehicle models.** Designed to provide **exceptional strength and long service life** MEYLE-HD parts offer **enhanced performance over original-equipment designs.** Unrivalled in quality and durability technically-refined MEYLE-HD parts come with a four-year warranty.

Wulf Gaertner Autoparts AG was founded in 1958 and is headquartered in Hamburg, Germany. The company operates in 120 countries supported by its state-of-the-art logistics centre in Hamburg, Germany, and a worldwide network of local offices and production sites.