



CORTECO GmbH | Badener Straße 10 | 69493 Hirschberg

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To all business partners

## Joint Press Release: Corteco® und micronair®

### Freudenberg Brands micronAir® and Corteco® Set to Join Forces on Europe's Independent Aftermarket

Freudenberg will merge their cabin air filter activities in the independent aftermarket under a single brand and organization: Filters with the product brand micronAir® are going to be marketed by the well established Corteco® sales organization to the independent European auto parts distribution under the Corteco® umbrella brand name. This means that two specialists are bringing together their core competencies: Corteco® as Freudenberg's specialist for the independent aftermarket and micronAir® as cabin air filter market leader for first equipment and original replacement parts to the automotive industry. In-house development and manufacturing of its own top-quality filter media ensures the high performance and high quality level of micronAir® filters. "In short, we offer independent retailers and garages a real added value when it comes to technology, availability, and market coverage for cabin air filters," say Torsten Maschke, managing director of Corteco Germany, and Peter Adam, head of Freudenberg Vliesstoffe KG's automotive filter business in Europe.

By combining the previously separate market activities of Corteco® and micronAir® under a single brand name, the core competencies of both Freudenberg companies can be focused much more efficiently and synergies can be created for the benefit of their customers. Freudenberg Vliesstoffe KG supplies about two-thirds of all first equipment cabin air filters to automobile manufacturers around the world. It also boasts top expertise in the fields of application engineering and production technology. As the specialist for the independent aftermarket, Corteco® can supply customers with micronAir® filters locally and efficiently thanks to its extensive European sales and distribution network. Additionally, the components specialist Corteco® is most familiar with the requirements of distributors. This means that Corteco® can bring innovations to the market even faster and more service oriented. As an umbrella brand, Corteco® will not only sell the products, it will also develop the product range and take responsibility for its marketing.

The merger of micronAir® and Corteco® activities on the independent aftermarket will begin in Germany, France, the Benelux, Scandinavia and the countries of Central and


Eastern Europe. In Italy, Great Britain, Spain, and Portugal, on the other hand, the new co-branding strategy will be introduced step-by-step and in close cooperation and consultation with micronAir® and Corteco® customers in those countries.

Freudenberg Vliesstoffe KG first introduced cabin air filters to German automobile manufacturers in 1989. Since then micronAir® is world-wide No. 1 in the first equipment and aftermarket of cabin air filter business with the automotive industry. As the world market leader for non-wovens, Freudenberg develops and produces its high-performance filters and media in close proximity to its customers in the automotive industry at its own production plants in Europe, North and South America, Asia, and South Africa.

Corteco® was founded in 1996. With ten locations around the globe on the world's most important automotive markets, it is one of the largest international suppliers of automotive spares. Corteco® is part of the Freudenberg Group, one of the world's leading original equipment manufacturers of sealing and vibration control technology.

The Freudenberg Group employs over 32,000 people in 54 countries.

Sincerely



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