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## **Newly Expanded Champion® Service Parts Range Launched in Milan With Innovative Trade and Consumer Campaign**

*Parts providers and installers were invited to join the iconic brand in connecting with the region's car lovers through a broad new offering of quality products and local marketing support*

Kontich, Belgium, May 14<sup>th</sup>. Federal-Mogul Motorparts' iconic Champion® brand has launched an enhancement to its newly expanded range of automotive service parts. Through an innovative campaign designed to help wholesalers and installers near Milan, Italy, the launch connects them with thousands of customers who are passionate about their vehicles. The business-building campaign began on April 13, 2018, at the Arese Test Track outside Milan, with an information session and entertainment for automotive parts and service professionals.

The Champion campaign, which will be extended in the coming months to additional markets throughout Europe, re-introduces one of the industry's most recognized and trusted brands with a comprehensive new range of service parts, local marketing support and an appealing new brand promise – “There's a Champion in here.” The expanded Champion range includes quality brake parts (pads, discs and shoe kits); lighting (Xenon and halogen headlamps, signal lamps and interior lamps); filters (air, cabin, oil and fuel); wipers; and ignition (spark plugs, glow plugs, ignition coils, wire sets and glow control units). Each product is engineered and manufactured to meet the requirements of leading global vehicle manufacturers.

“Champion is a brand for everyone – distributors, wholesalers and installers who want to grow their businesses and the millions of consumers who are passionate about their vehicles,” said Massimiliano Milani, Product and Marketing Director, EMEA, Federal-Mogul Motorparts. “By choosing Champion, each of these brand partners is making a powerful statement about their commitment to quality, satisfaction and value.”

Wholesalers and installers who joined the Milan campaign benefitted from a vast array of marketing activities and resources. Champion's new branding campaign includes informative and educational displays, technician apparel, consumer giveaways and other merchandising materials. Federal-Mogul Motorparts will soon launch a mass communication phase in Milan, featuring high-impact outdoor billboards and bus advertising panels encouraging car lovers to

ask for Champion parts from their local installers. This phase will also include radio advertising as well as digital ads, a dedicated webpage containing installer locations, and an ongoing social media program designed to connect consumers with their nearest Champion providers. Also available is a new “There’s a Champion in here” video, available to view here, <https://youtu.be/WjxxRRj1Uxs>.

Federal-Mogul Motorparts will further support Champion installers through its Garage Gurus technical education platform, which delivers valuable training in key markets across Europe. The Garage Gurus program is comprised of four main pillars: on-the-go, on-site, online, and on demand.

“Today’s Champion is a fully integrated platform that serves as a powerful business asset for installers and their parts providers,” Milani said. “We are excited to have brought this new concept and innovative marketing resources to businesses throughout Milan and, soon, additional markets throughout Europe.”

To learn more about the expanded Champion range or the launch campaign, please visit [www.championautoparts.eu](http://www.championautoparts.eu) or a local distributor or Federal-Mogul Motorparts representative.

### **About Federal-Mogul**

Federal-Mogul LLC is a leading global supplier of products and services to the world’s manufacturers and servicers of vehicles and equipment in the automotive, light, medium and heavy-duty commercial, marine, rail, aerospace, power generation and industrial markets. The company’s products and services enable improved fuel economy, reduced emissions and enhanced vehicle safety.

Federal-Mogul operates two independent business divisions, each with a chief executive officer reporting to Federal-Mogul’s Board of Directors.

Federal-Mogul Motorparts sells and distributes a broad portfolio of products through more than 20 of the world’s most recognized brands in the global vehicle aftermarket, while also serving original equipment vehicle manufacturers with products including braking, wipers and a range of chassis components. The company’s aftermarket brands include ANCO® wipers; Beck/Arnley® premium OE quality parts and fluids; BERU®\* ignition systems; Champion® lighting, spark plugs, wipers and filters; Interfil® filters; AE®, Fel-Pro®, FP Diesel®, Goetze®, Glyco®, National®, Nüral®, Payen®, Sealed Power® and Speed-Pro® engine products; MOOG® chassis components; and Abex®, Ferodo®, Jurid® and Wagner® brake products and lighting.

Federal-Mogul Powertrain designs and manufactures original equipment powertrain components and systems protection products for automotive, heavy-duty, industrial and

transport applications.

Federal-Mogul was founded in Detroit in 1899 and maintains its worldwide headquarters in Southfield, Michigan. The company employs nearly 55,000 in 24 countries. For more information, please visit [www.FMmotorparts.com](http://www.FMmotorparts.com).

\*BERU® is a registered trademark of BorgWarner

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## VISUALS:

 <p>INTRODUCING AN EXTENDED RANGE OF <b>PARTS FOR PASSIONATE PEOPLE</b></p> <p>ASK FOR CHAMPION PARTS AT YOUR PROFESSIONAL INSTALLER</p> <p>THERE'S A <b>CHAMPION</b> IN HERE</p>	<p>Federal-Mogul Motorparts' iconic Champion® brand enhanced its newly expanded range of automotive service parts through an innovative campaign that was designed to help wholesalers and installers near Milan, Italy, connect with thousands of customers who are passionate about their vehicles.</p>
	<p>Federal-Mogul Motorparts' iconic Champion® brand's expanded product range includes braking, lighting, filter, wiper and ignition categories.</p>



The business-building “There’s a Champion in here” campaign began on April 13, 2018, at the Arese Test Track outside Milan, with an information session and entertainment for automotive parts and service professionals.



“Champion® is a brand for everyone – distributors, wholesalers and installers who want to grow their businesses and the millions of consumers who are passionate about their vehicles,” said Massimiliano Milani, Product and Marketing Director, EMEA, Federal-Mogul Motorparts.