

## **Champion® Launches New Braking Portfolio**

***Technicians, workshops and suppliers can now source all their quality service components from a single brand***

Paris, France, October 18<sup>th</sup>, 2017 ... Federal-Mogul Motorparts, a division of Federal-Mogul LLC, today announced that its iconic Champion® brand has launched a new braking range to complement its existing aftermarket products portfolio. The expansion makes Champion a one-stop-shop by providing a full range of essential service components. The official unveiling took place at Equip Auto in Paris from 17<sup>th</sup> to 21<sup>st</sup> October.

Champion's comprehensive braking range for light vehicles includes brake pads, brake discs and brake shoe kits, providing significant coverage of the European car parc. Additionally, with the upcoming launch of Champion lighting, the brand now offers OE-quality items for all regular service components, including ignition, filters and wipers.

"We are excited to announce Champion braking and the significant expansion it brings to the brand's portfolio, which has evolved into a full service pack offering," explained Ronald De Wilde, Brand Manager, Federal-Mogul Motorparts, EMEA. "From ignition, braking and filters to lighting and wipers, the brand is now a single point of sale for all routine service items. Customers will not only benefit from convenience but also in the knowledge that any service they carry out is backed up by Champion's renowned quality, reassuring to both them and their clients."

The Champion brand now covers five product categories: ignition, braking, lighting, filters and wipers. Ignition products include spark plugs, glow plugs, ignition coils, control units and wire sets. The filter range incorporates air, cabin, fuel and oil filters. Lighting consists of xenon, halogen and miniature lights. The available wiper products include Aerovantage premium quality wipers, the Easyvision compact range and the Rainy Day value line. Finally, with brake pads, brake discs and brake shoe kits, Champion offers all relevant braking service products as well.

“With this complete offering, Champion is now the preferred partner for all service components, including iridium spark plugs, slim flat blade wipers and an extensive range of filters,” concluded De Wilde.

This year marks Champion’s 110<sup>th</sup> anniversary, providing the spark for the vehicle that made the automobile ubiquitous, the Ford Model T. Since then, its ignition, wipers and filter products have been trusted by the world’s largest vehicle manufacturers. The expansion is supported by Champion’s extensive R&D and engineering facilities throughout Europe.

For more information, please visit [championautoparts.eu](http://championautoparts.eu) or contact 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<sup>®</sup> wipers; Beck/Arnley<sup>®</sup> premium OE quality parts and fluids; BERU<sup>®\*</sup> ignition systems; Champion<sup>®</sup> lighting, spark plugs, wipers and filters; Interfil<sup>®</sup> filters; AE<sup>®</sup>, Fel-Pro<sup>®</sup>, FP Diesel<sup>®</sup>, Goetze<sup>®</sup>, Glyco<sup>®</sup>, National<sup>®</sup>, Nüral<sup>®</sup>, Payen<sup>®</sup>, Sealed Power<sup>®</sup> and Speed-Pro<sup>®</sup> engine products; MOOG<sup>®</sup> chassis components; and Abex<sup>®</sup>, Ferodo<sup>®</sup>, Jurid<sup>®</sup> and Wagner<sup>®</sup> 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 53,000 in 24 countries. For more information, please visit [www.FMmotorparts.eu](http://www.FMmotorparts.eu)

\*BERU is a registered trademark of BorgWarner Ludwigsburg GmbH

## CONTACT:

Federal-Mogul Motorparts

Corporate Communications – Global;

Karen Shulhan, [karen.shulhan@FMmotorparts.com](mailto:karen.shulhan@FMmotorparts.com)

Marketing Communications – EMEA;

Vanessa Dirix, [vanessa.dirix@FMmotorparts.com](mailto:vanessa.dirix@FMmotorparts.com)

## IMAGES:



Federal-Mogul Motorparts' iconic Champion® brand has launched a new braking range to complement its existing aftermarket portfolio, becoming a one-stop-shop for essential service components.



“We are excited to announce Champion braking and the significant expansion it brings to the brands portfolio, which has evolved into a full service pack offering,” explains Ronald De Wilde, Brand Manager, Federal-Mogul Motorparts, EMEA.



Champion's comprehensive braking range for light vehicles includes brake pads, brake discs and brake shoe kits, providing significant coverage of the European car parc