

## **Iconic Champion® Brand Igniting Automotive Service Category With Comprehensive New Range of Quality Parts**

*Federal-Mogul Motorparts introduces expanded Champion product range, including braking, lighting, filter, wiper and ignition categories*

Lyon, France, December 8, 2017... Federal-Mogul Motorparts' globally recognized Champion® brand has extended its range to include original equipment-quality lighting, filters, wipers, ignition and braking products available for the majority of today's European car parc. In addition to its dramatically expanded range, the Champion brand now also offers innovative traditional and retail programs that can be adapted to the needs of automotive parts businesses in any market.

One of the automotive service industry's most widely recognized and trusted brands, Champion and its iconic "bow tie" logo have long been viewed as a mark of excellence for professional racers, technicians and consumers worldwide. Federal-Mogul Motorparts, a leading manufacturer of components for the OE and replacement markets, is helping aftermarket distributors and retail businesses ignite their sales in the automotive service category by leveraging the brand's ever-growing appeal and trusted technologies.

"Throughout its history, Champion has helped feed consumers' passion for their vehicles by delivering exceptional performance, reliability and value in every product," said Massimiliano Milani, Product and Marketing director, Federal-Mogul Motorparts, EMEA. "These same, impressive benefits are now available across several of the fastest growing service categories and can be adapted to the requirements of any distribution channel and business partner."

The expanded Champion line includes brake products (pads, discs and shoe kits), lighting products (Xenon and halogen headlamps, signal lamps and interior lamps), filters (air, cabin, oil and fuel), wipers (Aerovantage, Easyvision and Rainy Day ranges), and ignition components (genuine Champion spark plugs, glow plugs, ignition coils, wire sets and glow control units).

This expanded Champion portfolio is supported by an array of new product application and technical resources, merchandising materials and extensive trade and consumer communications. The brand also offers a dramatically enhanced website – [www.championautoparts.eu](http://www.championautoparts.eu) – featuring a convenient “find my part” cross-range product lookup tool, store locator, technical tips, installation guides, trouble tracers, and more. Distributor, store and workshop professionals can access additional technical information by enrolling in Champion-related interactive training courses through the [www.fmcampus.eu](http://www.fmcampus.eu) technical education portal.

Also available to automotive parts businesses is an innovative, highly adaptive new Champion “retail corner” featuring up to five product-specific modules. This eye-catching new retail solution unifies the brand’s updated look and feel across each product category while offering a variety of user-friendly information tools designed to enhance consumer engagement.

“The new Champion is more than a collection of appealing products – it is a fully integrated business platform that can help businesses leverage one of the industry’s great brands for increased market share and customer satisfaction,” Milani said. “From the product in the package to the in-store and online information developed to influence the consumer’s purchasing decision, Champion is once again redefining the user experience – just as it has for more than a century of industry leadership.”

To learn more about Champion, 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 53,000 in 24 countries. For more information, please visit [www.FMmotorparts.com](http://www.FMmotorparts.com).

\*BERU is a registered trademark of BorgWarner Ludwigsburg GmbH

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## IMAGES:



Federal-Mogul Motorparts' iconic Champion® brand introduces an expanded product range, including braking, lighting, filter, wiper and ignition categories.



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 as of January 2018.



Champion's filters range, featuring air, cabin, fuel and oil filters, is designed to optimize vehicles' operating conditions and provide enhanced durability.



Champion's ignition full range includes IPSG (Integrated Pressure Sensor Glow Plugs) and Glow Plug Control Units that offer leading, environmentally-friendly ignition technology.



Champion's wipers range, including conventional, flat, hybrid and rear blades, are available under three distinct sub-brands: Aerovantage, Easyvision and Rainy Day.



Champion's lighting range, including Xenon and halogen headlamps, signal lamps and interior lamps.



"The new Champion is more than a collection of appealing products – it is a fully integrated business platform that can help businesses leverage one of the industry's great brands for increased market share and customer satisfaction," said Massimiliano Milani, Product and Marketing director, Federal-Mogul Motorparts, EMEA.