



*Innovative Vehicle Technology*

***PRESS RELEASE***



**Haldex is introducing “Beat the Road” Club**

**Haldex Traction is introducing a VIP-club on the internet for the growing number of car drivers with Haldex AWD system and other 4WD enthusiasts.**

In the next few days a personal letter will be sent to everyone who has a car equipped with the Haldex AWD system, offering them a membership in the “Beat the Road” Club. This club is addressing all drivers of a car with the Haldex AWD system but also other 4WD enthusiasts.

Since 1998 Haldex Traction has delivered 350 000 AWD systems which today are installed in cars used on highways. In order to strengthen the Haldex brand and create a dialogue with the final customers, i.e. drivers of cars with Haldex AWD systems, Haldex Traction now introduces a club called “Beat the Road”. First of all the club is addressing those who drive a car equipped with the Haldex AWD-system. It is also open to everyone who wants to become a member and learn more about vehicle dynamics and why it is important to have a safe-functioning AWD system. The enthusiasts of 4WD will be offered exclusive benefits like driving 4WD outside Åre with Kenneth Hansen, tenfold EM-champion in rallycross; asking questions direct to the Haldex technicians on the club web site, shopping from the unique and luxurious “Beat the Road” collection in the web shop, participating in quizzes with attractive prizes and a lot more.

“We do this because we constantly want to improve our product and because we take an interest in what our final customers think of our AWD system”, says Ulf Ahlén, President of the Haldex Traction division. Today, we only indirectly learn about the end-users’ opinion of our AWD system by talking to the vehicle manufacturers and the journalists. This is a very important group, but now we want to go further and listen to those who drive the cars every day. In the Haldex strategy, satisfying the customers is the most important aim and being a customer oriented company, it is our intention to develop our relationship and get closer to the final customer.

By introducing this club we are convinced that we contribute to the positive development of our direct customers, the vehicle manufacturers, as well as strengthen our position as a leading manufacturer of AWD systems.

You will find more information about the club on [www.beat-the-road.com](http://www.beat-the-road.com).



Become a member –

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*Haldex (www.haldex.com) is a vehicle technology company with proprietary systems and products for applications in the areas of vehicle dynamics & motion control, performance & safety, and fuel & environmental efficiency. The product range includes brake systems for heavy vehicles, power systems for off-road vehicles, four-wheel-drive systems for light vehicles, and specialty spring wire products for combustion engines.*

*Haldex is listed on the Stockholm Stock Exchange and has annual sales of approximately 6,5 billion Swedish Krona and 4000 employees.*

*Haldex Traction Systems is a division in the Haldex group and develops, manufactures and markets electronically controlled four-wheel-drive systems (AWD systems).*

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