



## **PRESS RELEASE**

Landskrona, Sweden, April 20, 2016

# **Grau and Reman: Haldex launches two new brands in Europe**

Haldex is rearranging its portfolio in order to respond to a more targeted way to new customer groups. There will now be two new product lines, each with its own profile.

The first is the established Grau brand which is now undergoing a revival. This label forms a product line which is based on solid and robust engineering, thoroughly tested for compliance with Haldex standards and all Grau products come with a full warranty. The range today includes air tanks and saddles, fittings, air coils and air tubes as well as electrical coils. Actuators and disc brake pads will soon be added to the product range.

Another product line Haldex also offers remanufactured products. Reman is the new Haldex brand for remanufactured products in Europe. Reman offers affordable and environmentally sustainable solutions. As Haldex-certified products, you can count on high quality and excellent performance. The current focus of the Haldex Reman line in Europe is compressors. The range is expanded continuously.

"The new Grau and Reman brands will be the first choice for price-conscious customers who will be able to find proven quality at great prices in these new Haldex labels.", said Göran Jarl, Vice President Europe Aftermarket at Haldex. "Demand is rising in this segment, in particular for older vehicles, which are present in ever greater numbers in the market. With Grau and Reman, Haldex is presenting a tailored range for this growing sector."

The benefit of the new Haldex portfolio for customers and the trade: it's a one-stop shop and together with the established Haldex premium products the range it forms a seamless whole. This means not only proven quality but also the back-up of a reliable partnership, handling and service organization.

Haldex has been synonymous with innovative solutions for vehicle manufacturers all over the world for more than 100 years. Safety and vehicle dynamics have always been at the heart of this work. The product range includes air disc brakes, automatic brake adjusters, electronic brake systems as well as air treatment and suspension systems.

For further information, visit [www.haldex.com](http://www.haldex.com) or contact:

Diana Spieler, Marketing Communications Director EMEA

Phone: +33 3 88 68 24 59

E-mail: [diana.spieler@haldex.com](mailto:diana.spieler@haldex.com)

Catharina Paulcén, SVP Corporate Communications

Phone: +46 418-476157

E-mail: [catharina.paulcen@haldex.com](mailto:catharina.paulcen@haldex.com)

### **About Haldex**

With more than 100 years of intensely focused innovation, Haldex holds unrivaled expertise in brake systems and air suspension systems for heavy trucks, trailers and buses. We live and breathe our business delivering robust, technically superior solutions born from deep insight into our customers' reality. By concentrating on our core competencies and following our strengths and passions, we combine both the operating speed and flexibility required by the market. Collaborative innovation is not only the essence of our products – it is also our philosophy. Our 2,140 employees, spread on four continents, are constantly challenging the conventional and strive to ensure that the products we deliver create unique value for our customers and all end-users. We are listed on the Nasdaq OMX Stockholm Stock Exchange and have net sales of approximately 4.8 billion SEK .