



They're Back: Behr Returns to 2006 SAE World Congress

After a four-year absence, Behr America, a leading supplier of automotive engine cooling and air-conditioning systems, will return as an exhibitor to the SAE World Congress this year in Detroit (April 3-6 at Cobo Center).

Troy, MI ([PRWEB](#)) January 6, 2006 -- After a four-year absence, Behr America, a leading supplier of automotive engine cooling and air-conditioning systems, will return as an exhibitor to the SAE World Congress this year in Detroit (April 3-6 at Cobo Center).

The opportunity to exhibit new products and processes in the show's new OEM-Supplier Park is a major reason for Behr's return. The park concept co-locates OEMs and their Tier 1 suppliers in a single area just outside the AVL Technology Theater. The area will serve as a hub for meeting both current and potential customers.

"We're pleased to be back," said Frank Mueller, Behr America's president and CEO. "This year's show-host BMW has done a great job in promoting improvements for this annual event. The manufacturer-supplier park addition is a new and innovative SAE concept that will serve to increase traffic throughout the exhibition hall."

At the 2006 show, Behr will exhibit a broad range of climate-control and engine-cooling products, highlighting its systems approach to thermal management which has distinct benefits for automakers and their customers, including cleaner and more fuel-efficient vehicles.

Behr subject matter experts also will present several technical papers at SAE including "Innovative AC-Concept for Micro-Hybrid Vehicles," "Optimization of a Hybrid Cross-Car Beam" and "Transient Behavior of R744 Vehicle Refrigeration Cycles."

The Behr Group's customer base includes all major car and light-truck manufacturers as well as major heavy truck manufacturers.

Headquartered in Troy, Mich., Behr America has nearly 3,000 employees at facilities in Troy, Mich.; Dayton, Ohio; Charleston, S.C., and Fort Worth, Texas.

Parent Behr GmbH & Co. KG, Stuttgart, is a systems partner for the international automobile industry. A specialist for automotive air-conditioning and engine-cooling systems, the Behr Group is one of the world's leading manufacturers and suppliers of original equipment for passenger and commercial vehicles. Group sales in the 2004 business year were approximately \$3.9 billion. Currently Behr employs 18,000 staff at 10 development and 30 production sites in Europe, North and South America, Asia and South Africa.

For additional company information, please visit www.behrgroup.com.

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