



## A FRESH NEW LOOK FOR GKN DRIVELINE

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### A FRESH NEW LOOK FOR GKN DRIVELINE

FRANKFURT AM MAIN, Germany – A new name and vibrant fresh colours for GKN Driveline will debut at the Frankfurt Show, Europe's premier auto industry showcase.

Ted Rodewig, marketing director of GKN Driveline said today: – Over the years, GKN's driveline business has, like many others, grown through acquisition and diversification. Today, we are the largest automotive driveline component supplier in the world, but with a heritage of brand names and operational units in different markets that signalled diversity, rather than focus. –

– Many customers think of GKN Driveline primarily as a CVJ supplier. However, through our own operations and those of our partner, Japan's Tochigi Fuji Sangyo, we offer an unmatched range of products that cover the complete vehicle driveline, from the output of the transmission to the wheel hubs. –

He continued: – At a time when our industry is confronting many significant challenges, we decided it was timely to review our own strategy and structure. Over the past two years, we have been putting in place a plan that gives us the platform from which we believe we can best support our customers in the future. To portray our new unity of purpose, we have introduced a new name for our organisation: GKN Driveline. –

– Of course –, said Mr Rodewig, – a new name in itself changes nothing. But our new name and livery symbolises many significant changes within our business that I am confident will enable us to build on our strengths, and align our performance even more closely with our customers' expectations and demands. –

Ted Rodewig, marketing director of GKN Driveline will be hosting a press conference at the GKN Driveline stand A20 in hall 5.1 at 1500 (3pm) on Tuesday September 9th.

GKN Driveline - The world's leading producer of automotive driveline components and systems, with 43% global market share in constant velocity jointed sids shafts. GKN Driveline covers the world with 21,000 people at 49 locations in 31 countries.

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