

Alternative products from Behr Hella Service ensuring vehicle maintenance in line with vehicle current values

Schwäbisch Hall, January 15, 2014. Behr Hella Service, the thermal management specialist, has now extended its range of more than 6,000 products by about 250 articles of an alternative nature, items that will be available alongside the corresponding Behr Hella Service original parts. This alternative range, with its favorably-priced spare parts, provides the right answer to the increasing demand for the maintaining of vehicles at the level of their current market values.

The new product portfolio focuses particularly on articles revolving around the lines of coolant radiators, air-conditioning compressors and air-conditioning condensers for selected, older vehicles.

In this way Behr Hella Service is able to give garages the possibility of successfully reconciling their desire for and awareness of quality with the requirements of the market.

All these new alternative products carry a separate article number, which can be seen in catalogs, in TecDoc and on the labels of their packaging. The products are also marked as "Alternative" ones.

Please note:

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Behr Hella Service GmbH, Schwäbisch Hall: The joint venture between automotive parts suppliers Behr (specialist for vehicle air conditioning and engine cooling) and Hella (specialist for components and systems for lighting technology and electronics) serves the global independent aftermarket for vehicle air conditioning and engine cooling parts. The joint venture combines Behr Service's activities on the independent aftermarket and the air-conditioning business of the Hella aftermarket organization. Behr and Hella each have a 50% share in the joint venture. The

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combination of Hella's worldwide sales organization with Behr's product know-how and the linking of activities in the field of vehicle air conditioning and engine cooling for the parts business is a consistent further development of the already existing cooperation between Behr and Hella in the field of climate control and front-end modules.

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