

# Press Release

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Stuttgart, September 1, 2023

## MPULSE App: MAHLE Aftermarket on the move

- MAHLE Aftermarket brings MPULSE Mobility Magazine as an app to smartphones
- Quick access to all product news from MAHLE Aftermarket as well as tips and tricks for the daily workshop routine
- Stronger digital networking and improved service through the integration of all MAHLE Aftermarket offers and channels in one place
- The app is available in the App Store and Google Play Store

**MAHLE Aftermarket brings its MPULSE Mobility Magazine to smartphones as an app. The new app offers customers a digital channel that combines all service offers and information in one place. The main topics are new products, innovations, and exciting stories about motorsports. Thanks to the integration of the MAHLE Training Portal and the Technical Messenger, support for the daily workshop routine is just a click away. The MAHLE MPULSE app can be downloaded from the App Store and the Google Play Store.**



The customer magazine MPULSE is now also available as an app.

"The smartphone is always with us. That is why we are now offering our customer magazine MPULSE as a user-friendly app, says Philipp Grosse Kleimann, member of the MAHLE Management Committee and Head of the Aftermarket. "As a partner of the independent workshops, we use the app to provide mechanics with useful information, service, and further training – easily available, from a single source."

The MPULSE customer magazine from MAHLE Aftermarket for workshops and hobby mechanics has been a success story since 2017. After switching to an online-only magazine, MAHLE Aftermarket is now taking the next step with the app. Readers now have even easier access to industry news, training programs, tips and tricks on maintenance and repairs of all kinds of vehicles, and the fan store. In addition, MPULSE continuously shares knowledge about new automotive technologies and trends.

The app offers all the functions of the online magazine, such as search or translation functions and filters by topic. In addition, users can save relevant articles and information using a personal watch list and call them up at a later date. Thanks to push notifications, they will not miss any exciting topics. In addition, the articles can be shared with colleagues and friends directly in the app.

For more information on the MPULSE app, visit

<https://www.mpulse.mahle.com/en>.

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## **About MAHLE**

MAHLE is a leading international development partner and supplier to the automotive industry with customers in both passenger car and commercial vehicle sectors. Founded in 1920, the technology group is working on the climate-neutral mobility of tomorrow, with a focus on the strategic areas of electrification and thermal management as well as further technology fields to reduce CO2 emissions, such as fuel cells or highly efficient combustion engines that also run on hydrogen or synthetic fuels. Today, one in every two vehicles globally is equipped with MAHLE components.

MAHLE generated sales of more than EUR 12 billion in 2022. The company is represented with approx. 72,000 employees at 152 production locations and 12 major research and development centers in more than 30 countries. (as of 31.12.2022)

#weshapefuturemobility

## **About MAHLE Aftermarket**

MAHLE Aftermarket, the business unit specializing in spare parts, uses the expertise from original equipment series production for its product range and supplies partners in the trade, workshops, and engine repair shops. The products developed by the MAHLE Service Solutions business segment for workshop equipment, as well as comprehensive services and individual training offers, round out the offer. MAHLE Aftermarket operates out of more than 30 locations around the world and has additional sales offices with almost 2,000 employees. In 2022, the business unit recorded a sales volume of more than EUR 1.2 billion globally. (as of 31.12.2022)