

## Brand strategy:

**“teamValeo”,  
the signature which unites Valeo brands**



### **Cibié, Marchal, PJ, SWF – 4 Valeo Group brands with individual identities**

**Paris, France – 16 March 2004** –From now on, the Valeo Group brands – Cibié, Marchal, PJ and SWF – will display their adherence to the Group via a new signature, “teamValeo”. This endorsement strategy aims to unite the Group brands , to capitalize on the assets of each individual brand, and at the same time, express Valeo’s technological expertise and innovation.

With the arrival of the Block Exemption Regulation, Valeo decided to rework its brand strategy. The new European legislation recognizes the status of a manufacturer as the designer of an original part and allows the manufacturer to brand its products.

Valeo has opted to create a brand universe – “teamValeo” – which strengthens the sense of belonging to the Group for each brand, while respecting its own identity. With the “teamValeo” signature, the Group wanted to emphasize the idea of a united team, wherein each player– Cibié, Marchal, PJ and SWF – would have its own role to play, a role which contributes to reinforcing the strength of the Group.

In reference to the new design, Cibié, Marchal, PJ and SWF logos have been re-designed to integrate the “teamValeo” signature using the Group colors.

*“The “teamValeo” signature positioned under each brand logo has been designed with an objective of continuity enabling the brands to exist individually, yet sending a clear message to the market concerning their belonging to a Group which has a solid reputation for the quality of its products”, explains Christian Boghos, Valeo Service Director of Communication. “teamValeo” conveys the “team spirit” which drives the different brands of the Group.” he adds.*

***Photos of all the logos are available on request.***

**About Valeo Service:**

Valeo Service was created in July 2002 as a result of the merger between the Valeo Aftermarket Industrial and Distribution Divisions. Valeo Service markets an extensive range of Valeo products to automobile manufacturers, spare parts distributors, and independent garages in over 100 countries worldwide.



The **valeoorigin** label appears on most Valeo and SWF boxes and packs whose parts meet the European Commission's definition of OEM and equivalent quality parts. The **valeoorigin** label highlights the high quality and durability of Valeo parts and provides traceability for spare parts. It tells customers what they are buying, who designed it, and for which model.

**About Valeo:**

Valeo is an independent industrial Group fully focused on the design, production, and sale of components, integrated systems, and modules for cars and trucks. Valeo ranks among the world's top automotive suppliers. The Group has 130 plants, 54 R&D centres, and 9 distribution centres and employs 69,000 people in 25 countries worldwide. <http://www.valeo.com/gb/aftermarket/sommaire.asp>