

New Logo NE

Automotive Technology faces the future



NPR of Europe GmbH
Siemensstraße 56
70825 Korntal-Münchingen
Germany

www.npr-europe.com

Automotive Technology faces the future: SM becomes - a new logo for reknown products

- 2005: NPR of Europe GmbH merged with Schöttle Motorenteile GmbH and thus became their legal successor
- A farewell to our old SM - logo after more than 30 years
- This action is also to separate us from competitors
- The appearance is new – the product stays the same
- The new logo will be from now on the symbol for the high quality of our products and our company's versatile and reliable performance
- The new logo NPR Europe: dynamic, innovative, prepared for the future



- The customer will remain to be the focus of our daily work

New Logo NE

This is new From April 1, 2008:

- New logo
- New packaging
- New label (packaging)
- New catalogues A10, J3, BJ1
- New homepage
- New e-Mail Addresses
- New note papers
- New business cards
- New posters
- New appearance for old packaging

Versions of the new logo



- The usage of the logo is determined by the size of the Medium – starting with the complete logo
- The usage of the logo has to be approved by NPR of Europe GmbH
(Vereinbarung zur Verwendung des Logos NE)

New Logo NE

New packaging



- The ring sets will be boxed in the new packaging starting from April 1, 2008
- Also new: the bags for the rings

New Logo NE

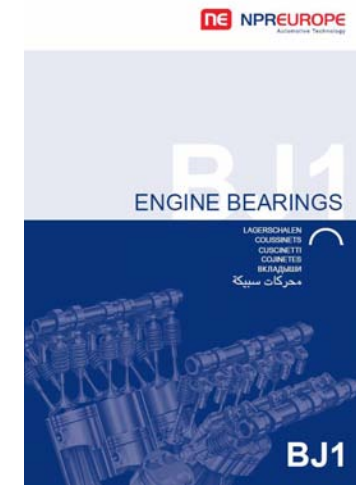
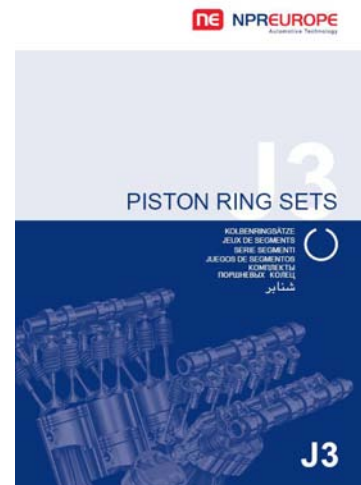
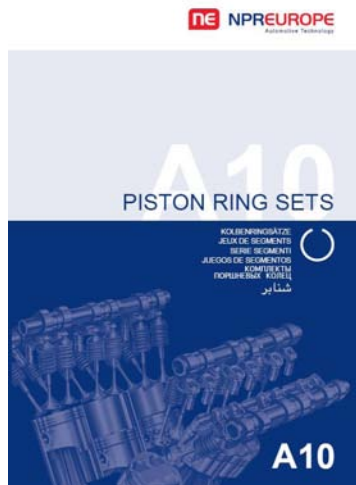
New label (packaging)



- The hologram will be replaced by a Data Matrix Code from April 1, 2008

New Logo NE

New Catalogues



- The catalogue for European ring sets is published in new edition A10
- The catalogue for Japanese ring sets is published in edition J3
- Brand-new: Japanese Engine Bearings in catalogue BJ1

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New homepage

Homepage

- <http://www.npr-europe.com/>

Security Check

- <http://www.npr-europe.com/secure>

A temporary redirection will be disconnected within the year 2008

New Logo NE

New e-mail addresses

- forename.surname@npr-europe.com
- The known addresses will be disabled within the next months. Please pass on the new addresses to your employees and customers and update your documentation and mails systems

New Logo NE



New note papers



New Logo NE

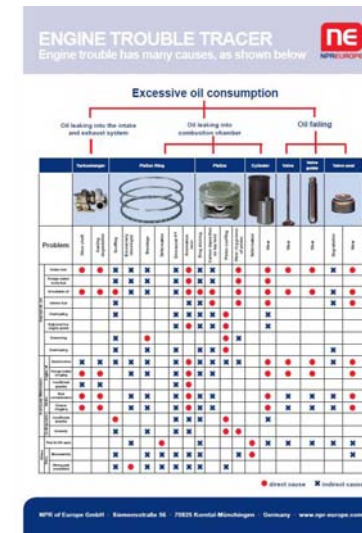
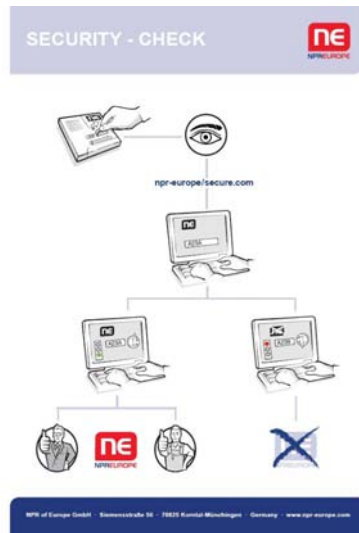


New business cards



New Logo NE

New posters



- Security Check in new appearance
- The before / after poster for placard
- Engine Trouble Tracer in new appearance

New Logo NE

New appearance for old packaging



- For a transition period a sticker is placed on the old packaging
- This is to ensure that you get original products

These things stays the same from April 1, 2008:

- Your contact person
- The familiar high quality of our products
- Our high supply readiness
- The customer will remain to be the focus of our daily work
- Our address and our phone numbers

- Please ask your known account manager for further information