The MANN+HUMMEL Group, based in Ludwigsburg in Southern Germany, is a development partner and original equipment supplier to the international automotive and mechanical engineering industries. Employing 16,000 people at more than 60 locations worldwide, the company achieved turnover of approximately 2.8 billion euros in 2014. The group’s product portfolio includes air filter systems, intake manifold systems, liquid filter systems, cabin filters and technical plastic parts, as well as filter elements for vehicle servicing and repair.

The Freedonia Group, an independent U.S.-based market research institute, once again recognized MANN+HUMMEL as the leader in the global market for filtration applications.

MANN+HUMMEL has decades of technological expertise and makes good use of this knowledge in the development of new products. 1,000 research & development specialists, continuous growth, and more than 16 filter elements produced per second. For almost 75 years, MANN+HUMMEL has displayed an impressive track record. Quality, service, and innovations make the MANN+HUMMEL Group a distinguished partner.

With a full range of vehicle filtration products under popular brands like Purolator and MANN-FILTER, MANN+HUMMEL is improving the service quality for replacement parts for garages. Through high market coverage, the filtration specialist can meet customers’ requirements in the filtration field quickly and reliably.

As a leading filter manufacturer, MANN+HUMMEL is continuously working with the international automotive industry to further develop vehicle filters. Large production capacities, for example in one of the world’s largest filter factories, in Bavaria, Germany, provide almost unlimited delivery capacity.

With 6,000 filter types for 225,000 applications, the MANN-FILTER range serves a large part of the vehicle population worldwide. Purolator has more than 2,000 filtration part numbers for automotive, light truck, and heavy duty applications, and continues to work on product innovation and design.

Alongside this willingness to embrace new thinking are values and principles that play a significant role in the development of the family-owned global player. At MANN+HUMMEL, sustainability means development with respect to values, strategies, business areas, the environment, and society.
As a development partner and systems supplier to the international automotive and mechanical engineering industries, being close to customers is a central factor for success.

Positioned to excel, MANN+HUMMEL has more than 60 locations globally on five different continents and has been a global leader in filtration for over 70 years. Last year, 16,000 employees helped MANN+HUMMEL achieve $2.8B EUR in sales.

In North America, the MANN+HUMMEL Purolator Filters business unit is headquartered in Raleigh, North Carolina, with manufacturing and distribution facilities in Fayetteville, North Carolina and Portage, Michigan. In addition to these North American locations, MANN+HUMMEL is well represented in South America and Mexico with facilities in Queretaro, Mexico, Manaus Brazil, Indaiatuba Brazil, Contagem Brazil, Cordoba, Argentina and Buenos Aires, Argentina.

In addition to a strong presence in the Americas, MANN+HUMMEL has deep roots in Europe and Asia. The company has 14 locations in Europe including France, Germany, Spain and the United Kingdom. Operations for Asia include China, Japan, Korea, Singapore and Taiwan along with a host of other locations. MANN+HUMMEL is also represented in Australia.

Effective filtration is a critical factor for success in many areas such as automotive technology, mechanical engineering, industrial manufacturing and water purification. As a development partner and original equipment supplier to the international automotive and mechanical engineering industries, MANN+HUMMEL researches and develops innovative products that reflect the company’s vision of “leadership in filtration.”

At MANN+HUMMEL, we are involved in many areas of automotive filtration. Our automotive business unit includes products such as oil filters, air filters, cabin air filters, fuel filters, crankcase filters and water filters to serve OEM and aftermarket channel partners. Around the globe, MANN+HUMMEL markets these innovative products under the MANN-FILTER and Purolator brand names. In addition to its portfolio of leading automotive filtration products, MANN+HUMMEL also services the industrial filtration market worldwide.

Alfred Weber, President and CEO of MANN+HUMMEL, currently leads the team after joining the company from BorgWarner in 2010.

Manfred Wolf, President & General Manager, joined MANN+HUMMEL in 1995 after holding management posts with the Robert Bosch Group and now leads the Automotive and Industrial Business across the globe.
What is your OE expertise in the US / in Europe?

In close cooperation with the automotive industry and other partners, MANN+HUMMEL develops high quality filtration solutions which meet the growing demands for mobility, resource preservation and environmental protection.

How does it affect your AM offer – both in the US / Europe?

As developing partner of the automotive industry we put our OE knowledge into every single filter element that leaves our factories. Both the professional service technician and the do-it-yourselfer alike can rest assured that the products they install are backed by the uncompromising high quality standards of MANN+HUMMEL.

How different / equal are the US and European markets in terms of ...

... market approach: In the US, MANN+HUMMEL has two brands, MANN-FILTER and Purolator. The automotive aftermarket is strong in both the DIY and DIFM channels, and presents a significant opportunity for growth.

In Europe, MANN+HUMMEL primarily markets the MANN-FILTER brand. The automotive aftermarket is smaller and sales are almost exclusively to the commercial installer channel.

... customer base: MANN+HUMMEL serves channel partners in the Import Specialist, Traditional Distribution, Retail, Installer and Industrial Filtration channels. This strategy allows us to provide each segment with the optimum level of service and value.

New sales channels……what are the learning opportunities?

At MANN+HUMMEL, we have renewed our commitment to the North American aftermarket with new products as well as momentous changes across the entire brand. The NA aftermarket is experiencing a migration towards premium products – particularly in the Do-It-Yourself channel. Customers are willing to pay for products that are better than OE – products that are problem solvers or offer long term value. The new Purolator brand has positioned itself to offer strong Good-Better-Best product options. At the same time, FreciousPlus by MANN-FILTER also presents premium upsell opportunities in the cabin air filter segment at the commercial level.
Compare and explain your brand strategies in the US and Europe.

MANN-FILTER is targeted toward European Car enthusiasts, technicians and installers. With year-over-year growth, the European Car Population continues to expand and to show promise. Most European car manufacturers, including Audi, VW, BMW and Mercedes-Benz have U.S. manufacturing locations and we offer 99% VIO coverage in the oil filter, air filter, cabin air filter and fuel filter categories with our MANN-FILTER brand.

Purolator targets a broader audience – providing full coverage across all domestic, Asian and European vehicle platforms, as well as Good-Better-Best options to offer customers premium product choices, that perform at a higher level than factory replacement.

Catalogue date is important: What efforts does your company take to provide correct and extensive professional data to the aftermarket in Europe and the US?

Accurate and timely catalog data is an essential ingredient to operating a successful automotive filtration business. Leadership at MANN+HUMMEL recognized this fact early on and it has invested heavily in systems and people to effectively manage this data. The company has a dedicated team that maintains the information and makes sure that it is up-to-date online and in print. At mann-filter.com, visitors will find an easy-to-use filter lookup and competitive interchange and consumers can also engage with a smart phone app to get always up to date catalog data. In addition to our digital catalog initiatives, print catalogs are shipped to accounts to give installers and professional service technicians a more traditional way to access catalog information.

How do you support your customers with technical know-how?

At MANN+HUMMEL, customer support and service is a key brand promise that we make to everyone invested in our brand. We offer comprehensive, printed and online catalogs and data-sheets, reliable logistics, quick responses from the Customer Service Center. Through tools like our expert Hotline, we strive to provide a contact for every question with fast and reliable responses that will allow the customer enjoy perfect service. In addition to this we also offer well accepted trainings on our products or visits to our productions sites worldwide.

What is your general appreciation of the 1Parts initiative?

MANN+HUMMEL is pleased to engage with 1Parts Global Aftermarket Services and our company is looking forward to growing our relationship to extend the reach of our trusted filtration products. MANN+HUMMEL believes that there will be a synergy between the two companies which will result in greater value and better service for all 1Parts customers.
What do you expect of this collaboration on the mid- and long term?

MANN+HUMMEL is excited to collaborate with 1Parts. Once our US partnership is established and our systems are in place, MANN+HUMMEL has the opportunity to increase the range of products offered through the network which will expand the Vehicle In Operation (VIO) coverage for each line. At the grass-roots level, this will enable installers to more easily offer “Perfect parts. Perfect service.,” which is the hallmark of the MANN-FILTER brand. Longer term, we have the potential to add the complete line of Purolator oil, air, cabin air and fuel filters to ensure that nothing gets by our partners.

What opportunities do you see in terms of global footprint?

MANN+HUMMEL’s global presence offers opportunities not only for our partners. Our know-how helps expanding into new markets or scale in emerging markets. There our partners can always be assured of a global quality standard of our products. A global presence at the same time also means a big responsibility. We at MANN+HUMMEL take this responsibility very seriously and are involved in by numerous worldwide social, educational or environmental projects.

For more information on MANN+HUMMEL visit www.mann-hummel.com