

TOUGH PARTS FOR A TOUGH WORLD.

FP DIESEL BRAND UPDATE & NEW PACKAGING

ENGINE EXPERTISE

BISEL G. GLYCO' (S GOETZE' Nüral' A Payen'

FP Diesel is excited to announce a brand update featuring our new tagline "TOUGH PARTS FOR A TOUGH WORLD." This tagline serves as a reminder of the quality and durability you can expect from FP Diesel parts. As part of the brand refresh, we

have created new collateral materials as well as new packaging.

The packaging leverages FP Diesel's black and red brand trade dress and new tagline "TOUGH PARTS FOR A TOUGH WORLD" consistently across the product line. The new packaging (pictured below) is a running change starting in Q4 2021 and throughout 2022.

FP Diesel packaging continues to feature the <u>SmartAuthentication™ Security Labeling</u> which your customers can use to verify that their FP Diesel parts are authentic.



PRMFP2201

www.DRiVHeavyDutyParts.com

FPDiesel.EMEA@driv.com

